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CONSUMER PURCHASES OF

Selected Fruits and Juices

By Regions and Retail Outlets

APRIL-JUNE 1958



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UNITED STATES DEPARTMENT OF AGRICULTURE

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Agricultural Marketing Service

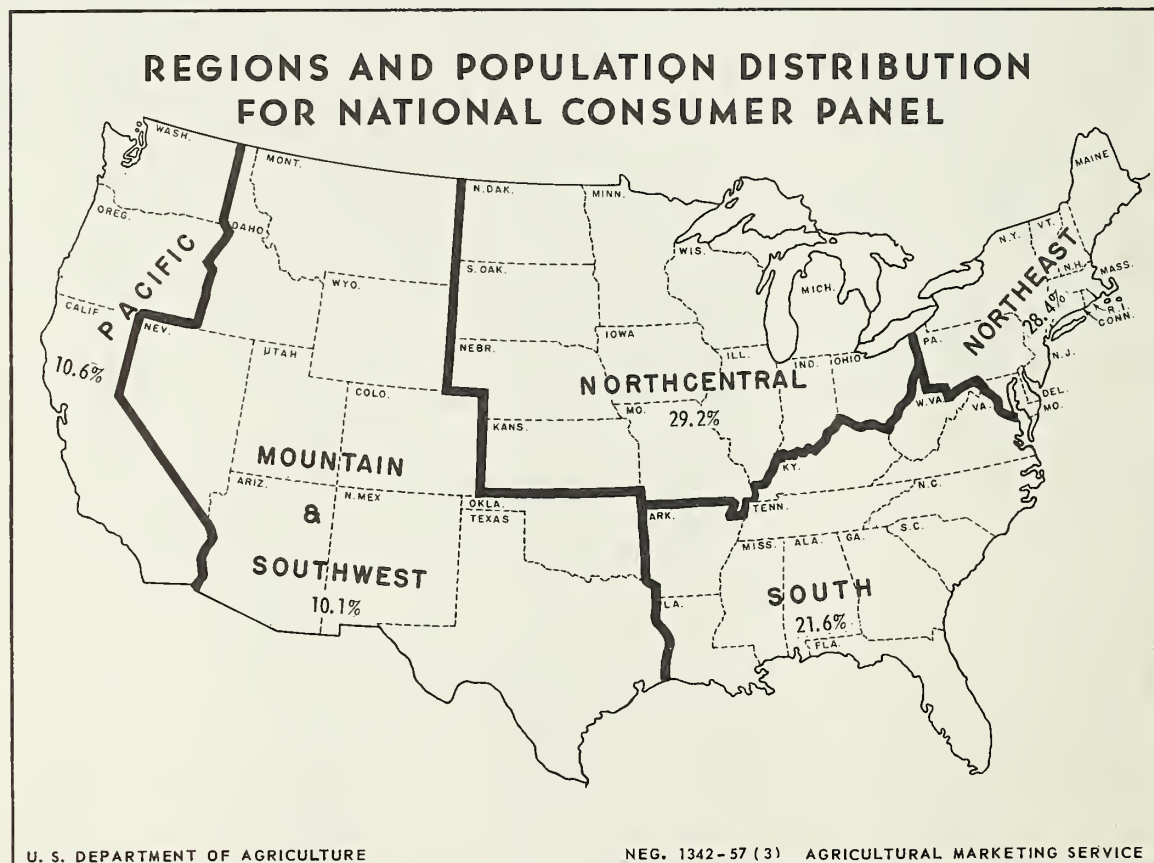
WASHINGTON 25,D.C.

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, APRIL-JUNE 1958

: The data in this report represent estimated purchases :
: of specified fruits and juices by household consumers only. :
: They do not include purchases by restaurants, hospitals, :
: hotels, or other institutional outlets. :

SUMMARY

Household purchases of canned single-strength orange juice, concentrated orangeades, and canned grapefruit sections in April-June 1958 were substantially greater than in the same period in 1957. A moderate increase was reported for chilled orange juice, fresh lemons and frozen concentrated lemonade. In contrast, purchases of lemon juice and frozen concentrated and single-strength grapefruit juices were down moderately; fresh oranges and grapefruit and frozen concentrated orange juice declined substantially.

Prune and tomato juices were purchased in somewhat smaller volume than in April-June 1957. Buying of other canned single-strength and frozen concentrated juices, not individually reported, increased by rather large amounts.

Prices paid for selected fruits and juices, except frozen concentrated lemonade and single-strength lemon juice were higher than in April-June 1957. The general rise in prices and decline in purchases were associated with smaller orange, grapefruit, and prune crops and the resultant curtailment in production of most products.

FROZEN JUICES, CHILLED JUICE AND ADES

Frozen orange concentrate.--Household purchases of frozen concentrated orange juice in April-June 1958 were down 34 percent or 6.4 million gallons from April-June 1957 when buying was at the record high level for this series. Regionally, the losses ranged from 29 percent in the Northeast to 43 percent in the South. Per capita purchases, which averaged 1.5 cans (6-ounce) for the quarter, varied from 0.8 can in the South to 2.4 cans in the Northeast. In comparison, the per person buying rate averaged 2.4 cans in April-June 1957, ranging from 1.4 cans in the South to 3.5 cans in the Northeast (table 1, fig. 1).

Prices paid for frozen concentrated orange juice averaged 22.8 cents per can in the second quarter of 1958, 8.6 cents higher than in April-June 1957 when prices were the lowest yet recorded. Because of the low volume of purchases, the average per capita expenditure for frozen orange concentrate was only about 4 percent greater than a year earlier.

Compared with April-June 1957, purchases of frozen orange concentrate were down 32 percent in regional chain, 34 percent in independent, and 37 percent in national chainstores. ^{1/} About 33 percent of the frozen orange concentrate purchased during April-June 1958 was bought at regional chain stores compared with 31 percent a year earlier. Around 35 percent was purchased from national chains, a decline of 2 percentage points. Independent stores accounted for about 30 percent of total purchases in both quarters. Under the old definition, regional chain stores accounted for 39 percent of total purchases in April-June 1958, and independent stores, 24 percent.

Frozen grapefruit concentrate.--Household buying of frozen concentrated grapefruit juice in April-June 1958 dropped 6 percent below the volume of a year earlier. Purchases fell 7 percent in the North Central and 25 percent in the Northeastern States. In other regions, the volume remained too small for analysis. About 17.5 cents were paid for a 6-ounce can of the concentrate, an advance of 2.7 cents per can. Prices in the Northeast were up 3.3 cents, in contrast to a gain of only 0.6 cent in the North Central States (table 3).

Other frozen concentrates.--Purchases of frozen concentrated juices other than orange and grapefruit were up 39 percent--about 700,000 gallons--from April-June 1957. Most of the gain reflected increased buying in the Northeastern and North Central regions. Purchases were up about 30 percent in independent outlets and around 50 percent in national and regional chainstores. Prices paid for these juices averaged 19.3 cents per can in April-June 1958, 1.2 cents higher than in the corresponding quarter a year earlier (table 4).

Chilled orange juice.--Household buying of chilled orange juice in April-June 1958 exceeded the April-June 1957 volume by 9 percent or about 600,000 gallons. More than half of the total gain represented increased buying in the North Central States where purchases were up 32 percent. Smaller gains were reported in other regions except the Northeast, where buying remained at about the same level. The latter region accounted for about 56 percent of the total volume of purchases, compared with a 61-percent share a year earlier. Purchases in independent stores were up 22 percent, several times the gain that occurred in other types of outlets (table 6).

^{1/} Beginning with this report, the definition of regional chain outlets was revised to include organizations having 11 or more units under a single management. In prior reports, 4 or more units under the same management were reported as regional chains. In both instances, A & P, Safeway, and Kroger stores were defined as the national chains. The change in definition resulted in lowering the volume of purchases for regional chains and increasing the volume for independent stores by identical amounts.

Revised data for the volume of household purchases are shown beginning with the first quarter of 1957; however, revised data for prices paid and for the average size of purchase begin with the first quarter of 1958.

Prices paid for chilled orange juice averaged 40.3 cents per quart, 5.1 cents higher than in April-June 1957. In the Northeast the price advanced 6.6 cents, about twice as much as in other regions. Prices paid were up 11.4 cents per quart in national chainstores, a considerably greater rise than occurred in other outlets. As a result, prices paid in April-June 1958 were about the same in all types of stores.

Orangeade.--Household purchases of canned single-strength orangeade held at about the level of April-June 1957. Volume gains of 6 and 21 percent in the Pacific and North Central regions respectively were offset by losses of 13 percent in the South and 33 percent in the Mountain-Southwest. The North Central region accounted for 42 percent of total purchases, compared with 34 percent a year earlier. Per capita purchases, about 5 ounces nationally in the 3-month period, ranged from 2 ounces in the Northeast to 7 ounces in the North Central States. By type of outlet, purchases were up about 25 percent in regional chains, remained about the same in national chains, but declined 13 percent in independent stores. An average of 27.7 cents was paid for a 46-ounce can of single-strength orangeade in April-June 1958, 0.8 cent more than a year earlier (table 8).

Purchases of frozen concentrated orangeade in the second quarter of 1958, about double the volume of a year earlier, were the highest since 1955. More than half of the quantity purchased was bought in the Northeastern region. In other regions, purchases remained too small for analysis. Prices paid averaged 14.7 cents per 6-ounce can in the Northeast, up 1.2 cents from the second quarter 1957.

Purchases of shelf-pack concentrated orangeade were up 125,000 gallons or 36 percent from April-June 1957. About half of the gain reflected increased buying in the North Central States, the principal market area for this product. Purchases also improved in other regions except the South where buying continued to be too small for analysis. Purchases were up in all types of outlets, with the largest gain reported at independent stores where more than half of the total quantity was bought. Prices paid, at 18.1 cents per 6-ounce can, were 1 cent higher than in the second quarter a year earlier (table 9).

Lemonade.--Household purchases of frozen concentrated lemonade were up moderately from April-June 1957. Buying increased substantially in the Pacific, South and Mountain-Southwest, remained about the same in the North Central States but declined 20 percent in the Northeast. Per capita purchases, about 3 ounces nationally for the quarter, ranged from 1 ounce in the South to 7 in the Pacific. About 37 percent of the frozen concentrated lemonade purchased during the quarter was bought at independent stores compared with 31 percent a year earlier. On the other hand, the share of the consumer market held by national chains was down 5 percentage points. An average of 10.5 cents was paid in April-June 1958 for a 6-ounce can of frozen concentrated lemonade, a record low for this series (table 7).

CANNED SINGLE-STRENGTH JUICES AND FRUIT

Household purchases of canned single-strength juices in April-June 1958 were up 11 percent from the corresponding months of 1957. Buying increased 6 percent in the Mountain-Southwest, while gains of 10 to 14 percent were reported for other regions. Per capita purchases for the quarter averaged 1.6 cans (46 ounces) nationally, varying between 1.1 cans in the South and 2.2 cans in the Northeast (tables 18 and 20).

Orange juice.--Consumer purchases of single-strength orange juice were up 44 percent from April-June 1957. Buying increased in all regions, with gains ranging from 31 percent in the Pacific to 56 percent in the Northeast. Purchases in the 3-month period amounted to 14 ounces per person in the South, compared with 6 ounces in the Pacific and 12 ounces in other regions. The average per capita purchase in the second quarter of 1957 was about 8 ounces (table 10, fig. 3).

Prices paid for single-strength orange juice averaged 33.5 cents per 46-ounce can, up 0.7 cent from the corresponding quarter the year before. Prices stayed about the same in the South and the Mountain-Southwest, but rises of 0.9 to 1.5 cents occurred in other regions. The average per capita expenditure was 45 percent greater than in April-June 1957.

Grapefruit juice.--Household purchases of canned single-strength grapefruit juice dropped 14 percent from April-June 1957. Purchases were down about 5 percent in the Pacific and from 11 to 20 percent in other regions. Per capita purchases in April-June 1958, which varied between 5 ounces in the North Central and 8 ounces in the Pacific, averaged about 7 ounces nationally, 1 ounce less than a year earlier. Purchases were up moderately in regional chainstores, in contrast to losses of 7 percent in national chain and 29 percent in independent stores (table 13, fig. 5).

Prices paid for single-strength grapefruit juice, 30.5 cents per 46-ounce can in April-June 1958, were 3 cents higher than in the corresponding quarter a year earlier and the highest since 1950. However, the average per capita expenditure was down moderately from April-June 1957.

Lemon juice.--The volume of canned single-strength lemon juice purchased for home use in April-June 1958 was slightly smaller than in the corresponding quarter of 1957. The decline reflected a 12-percent drop in the Northeast, with the volume remaining about the same in other regions. Purchases fell about 12 percent in regional chain stores but remained about the same in other outlets. Prices paid averaged 10.3 cents per 5½-6-ounce can, down 0.5 cent from April-June 1957.

Prune juice.--Household purchases of prune juice fell off 7 percent from April-June 1957. A 27-percent drop in the North Central States accounted for most of the decline. Smaller declines were reported in other regions except the Northeast where purchases increased slightly. Per capita purchases in the Northeast averaged about 10 ounces for the quarter, 2 to 3 times the rate

in other regions. About 42 percent of the prune juice purchased during the quarter was bought in independent stores, an increase of 4 percentage points in the share of the consumer market held by that type of outlet (table 15).

Prices paid for prune juice, up 1.2 cents from April-June 1957, averaged 33.9 cents per quart in the second quarter of 1958, a new high for this series. The average per capita expenditure was about 4 percent less than in April-June 1957.

Tomato juice.--About 5 percent less tomato juice was purchased in April-June 1958 than in the corresponding quarter a year earlier. Per capita purchases averaged 15 ounces, ranging from 9 ounces in the South to 22 in the Pacific. The price paid, 28.6 cents per 46-ounce can, averaged 2 cents higher than in April-June 1957 (table 16).

Other juices.--Purchases of canned single-strength juices not individually reported in April-June 1958 were up 21 percent from April-June 1957. Gains of around 15 percent were reported for the Northeastern and Mountain-Southwestern States, and about 28 percent for other regions. Per capita purchases at 34 ounces in April-June 1958, were up about 6 ounces. On the average, 31.9 cents was paid for a 46 ounce can of these juices, 1.3 cents more than in April-June 1957 (table 17).

Canned grapefruit sections.--The volume of canned grapefruit sections purchased in April-June 1958 exceeded the level of the corresponding quarter a year earlier by 24 percent. A substantial increase in the Northeast accounted for most of the gain. Small increases were reported for the other regions, except the Mountain-Southwest where purchases declined. The average price paid, 19.9 cents per No. 303 can, was up 1.2 cents from April-June 1957 (table 19).

FRESH FRUIT

Oranges.--Household purchases of fresh oranges in the second quarter of 1958 were down 36 percent or 2.8 million boxes from the corresponding quarter of 1957. Declines ranged from 34 percent in the Northeast to 42 percent in the South. Per capita purchases, at 6.2 oranges for the quarter, varied between 3.1 oranges in the South and 8.9 in the Northeast. In April-June 1957 per capita purchases averaged 9.3 oranges (table 21, fig. 6).

Prices paid for oranges in April-June 1958 averaged 62.4 cents per dozen, 14.8 cents more than in April-June 1957. The average per capita expenditure for oranges, however, was down 13 percent from April-June 1957.

The quantity of California-Arizona oranges purchased in April-June 1958 was about 28 percent less--and Florida oranges, 48 percent less--than in the corresponding months a year earlier. Prices paid for California-Arizona oranges were about 14 cents a dozen higher, while Florida oranges were up 17 cents. Buying of Texas oranges and oranges not identified as to area of production were down 9 and 31 percent, respectively (tables 22 and 23, fig. 7).

Buying of oranges declined considerably more from April-June 1957 in national chainstores than in other outlets. Prices paid in the chains were higher than the national average, while prices in independent stores were a little below and in "other" outlets, such as wayside markets and fruit stands, were well below the average (tables 24 and 25).

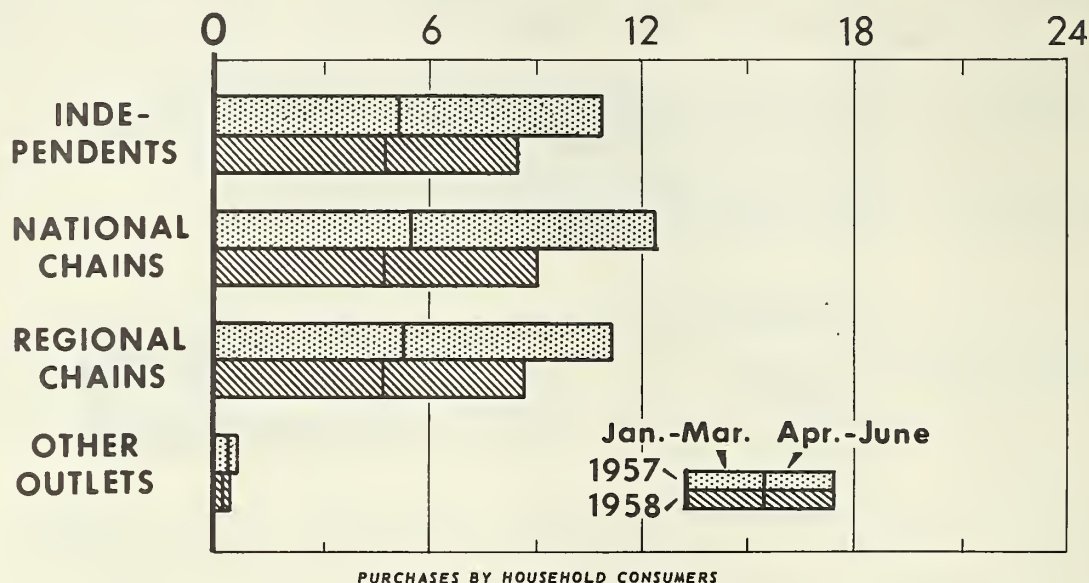
Grapefruit.--Purchases of fresh grapefruit for home use dropped 30 percent--1.5 million boxes--below the level of April-June 1957, with declines reported in all regions except the Pacific. The loss reflected a 46-percent decline in buying of Florida grapefruit and 29 percent in grapefruit not identified as to area of production. Purchases of Texas and California-Arizona grapefruit, however, rose 7 and 13 percent, respectively. About \$1.12 was paid for a dozen grapefruit in April-June 1958, 23.5 cents more than a year earlier. Per capita expenditures for the quarter, however, were 13 percent less than in the corresponding period of 1957 (tables 26 and 27, figs. 9 and 10).

Purchases of grapefruit fell off considerably more in national and regional chains than in independent outlets. Prices paid at national and regional chainstores were well above the national average, while in independent and "other" stores, prices were below the average (tables 29 and 30, fig. 11).

Lemons.--Consumer purchases of lemons were moderately greater in April-June 1958 than in the corresponding quarter of 1957. Regionally, buying was up from 11 to 25 percent except in the Northeast where a 16-percent decline was reported. Per capita purchases averaged 2.6 lemons for the quarter, ranging from 1.6 lemons in the Pacific to 4.4 lemons in the South. Prices paid averaged 43.7 cents per dozen, 1.2 cents more than in April-June 1957 (table 31, fig. 12).

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE

MIL. GALS.



U.S. DEPARTMENT OF AGRICULTURE

NEG. 4876-58(9) AGRICULTURAL MARKETING SERVICE

Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ- dent groceries:	National chains	Regional chains 1/	All retail outlets 2/	Independ- dent groceries:	National chains	Regional chains 1/	All retail outlets 2/	Independ- dent groceries:	National chains	Regional chains 1/	All retail outlets 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1956-57:												
October-December.....	3/	5,532	3/	15,911	3/	16.1	3/	16.8	3/	22.0	3/	20.4
January-March.....	5,218	5,529	5,358	16,522	3/	15.4	3/	16.1	3/	22.8	3/	21.3
April-June.....	5,569	6,842	5,779	18,495	3/	13.3	3/	14.2	3/	25.6	3/	23.0
July-September.....	5,324	6,049	5,552	17,255	3/	13.4	3/	14.3	3/	24.4	3/	22.0
Total.....	3/	23,952	3/	68,183								
1957-58:												
October-December.....	5,780	6,134	5,850	18,198	3/	14.7	3/	15.5	3/	24.2	3/	21.8
January-March.....	4,775	4,743	4,734	14,555	21.3	19.4	19.7	20.1	16.5	20.5	20.2	18.8
April-June.....	3,681	4,295	3,944	12,143	24.0	22.0	22.5	22.8	15.9	19.5	18.4	17.7
July-September.....												
Total.....												

1/ Beginning with the April-June 1958 report, 11 or more units under the same management, excluding the national chains--A&P, Kroger and Safeway; in prior reports the lower limit was 4 units.

2/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

3/ Revised data not available.

Table 3.--Frozen concentrated grapefruit juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	250	92	67	3/	3/	43	4/	86	4/
January-March.....	272	121	52	3/	3/	56	74	104	72
April-June.....	229	112	55	3/	3/	3/	82	80	67
July-September.....	191	73	3/	3/	3/	3/	66	3/	64
Total.....	942	398	228	94	73	149	4/	311	4/
1957-58:									
October-December.....	217	81	3/	3/	3/	3/	70	64	67
January-March.....	235	65	87	3/	3/	3/	65	86	3/
April-June.....	215	84	51	3/	3/	3/	3/	75	3/
July-September.....									
Total.....									
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	14.3	14.3	15.1	3/	3/	13.7	4/	13.1	4/
January-March.....	14.1	14.0	14.9	3/	3/	13.9	4/	13.4	4/
April-June.....	14.8	14.3	16.1	3/	3/	3/	4/	13.8	4/
July-September.....	14.7	14.5	3/	3/	3/	3/	4/	3/	4/
1957-58:									
October-December.....	15.3	14.3	3/	3/	3/	3/	4/	15.3	4/
January-March.....	17.2	17.9	16.6	3/	3/	3/	18.0	16.8	3/
April-June.....	17.5	17.6	16.7	3/	3/	3/	3/	17.5	3/
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	14.1	12.6	15.3	3/	3/	15.2	4/	14.2	4/
January-March.....	15.9	16.9	13.7	3/	3/	17.8	4/	17.1	4/
April-June.....	15.0	16.0	14.5	3/	3/	3/	4/	15.3	4/
July-September.....	13.8	14.3	3/	3/	3/	3/	4/	3/	4/
1957-58:									
October-December.....	15.6	17.4	3/	3/	3/	3/	4/	14.1	4/
January-March.....	14.3	11.8	17.7	3/	3/	3/	15.0	12.5	3/
April-June.....	12.8	11.5	12.8	3/	3/	3/	3/	12.7	3/
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	1.5	2.1	1.4	3/	3/	2.6			
January-March.....	1.7	2.7	1.1	3/	3/	3.3			
April-June.....	1.4	2.5	1.2	3/	3/	3/			
July-September.....	1.1	1.6	3/	3/	3/	3/			
1957-58:									
October-December.....	1.3	1.8	3/	3/	3/	3/			
January-March.....	1.4	1.4	1.8	3/	3/	3/			
April-June.....	1.3	1.8	1.1	3/	3/	3/			
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Too few purchases reported for analysis.

4/ Revised data not available.

Table 4.--Other frozen concentrated juices: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains ^{1/}	Other outlets ^{2/}
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	1,381	551	393	158	105	174	3/	412	3/	72
January-March.....	1,696	679	549	153	133	182	584	487	502	123
April-June.....	1,737	788	479	178	115	177	557	518	559	103
July-September.....	1,853	875	493	190	137	158	559	602	571	121
Total.....	6,667	2,893	1,914	679	490	691	3/	2,019	3/	419
1957-58:										
October-December.....	1,817	888	485	139	115	190	558	529	619	111
January-March.....	2,444	1,119	716	227	179	203	772	767	816	89
April-June.....	2,418	1,041	773	193	204	207	724	783	826	85
July-September.....										
Total.....										
Average price per 6 ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	18.2	17.3	18.8	19.4	18.1	18.4	3/	17.5	3/	16.0
January-March.....	18.0	17.6	18.3	19.3	17.3	18.1	3/	17.5	3/	17.4
April-June.....	18.1	17.8	18.7	18.3	18.8	17.5	3/	17.8	3/	17.9
July-September.....	18.1	17.7	18.3	19.0	19.1	17.7	3/	17.7	3/	18.5
1957-58:										
October-December.....	18.2	17.8	18.4	19.9	19.1	17.6	3/	17.7	3/	17.4
January-March.....	18.7	18.0	19.3	19.2	19.8	18.3	19.8	18.1	18.3	18.3
April-June.....	19.3	18.8	19.6	19.9	19.7	19.1	20.5	18.5	18.9	18.3
July-September.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	13.3	14.3	13.0	12.9	12.4	12.7	3/	12.6	3/	42.9
January-March.....	14.0	14.0	14.5	13.8	14.1	13.1	3/	13.3	3/	41.0
April-June.....	13.4	14.0	13.6	13.3	11.8	12.8	3/	13.5	3/	27.2
July-September.....	13.5	14.1	13.9	13.8	11.9	12.2	3/	13.7	3/	30.3
1957-58:										
October-December.....	13.6	15.0	13.6	11.4	10.6	13.8	3/	12.8	3/	28.0
January-March.....	13.8	14.8	13.6	14.6	11.6	12.8	13.4	13.6	14.4	16.2
April-June.....	13.6	13.6	14.2	12.8	14.1	12.4	12.6	13.7	14.8	16.8
July-September.....										
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	8.5	12.3	8.5	4.1	6.3	10.4				
January-March.....	10.3	15.1	11.7	3.9	7.9	10.8				
April-June.....	10.5	17.6	10.1	4.6	6.7	10.4				
July-September.....	11.2	19.3	10.5	4.8	7.9	9.3				
1957-58:										
October-December.....	10.9	19.3	10.4	3.5	6.8	11.2				
January-March.....	14.6	24.3	15.3	5.7	10.4	11.9				
April-June.....	14.5	22.6	16.4	4.8	11.9	12.1				
July-September.....										

^{1/} See footnote 1, table 2.

^{2/} Delicatessens, department stores, roadside markets, fruit stands, etc.

^{3/} Revised data not available.

Table 5.--Total frozen concentrated juices: Consumer purchases, average size of purchase and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains ^{1/}	Other outlets ^{2/}
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	17,542	7,436	4,831	2,125	1,280	1,870	3/	6,030	3/	425
January-March.....	18,490	7,457	5,366	2,369	1,387	1,911	5,876	6,120	5,932	562
April-June.....	20,461	8,360	5,963	2,700	1,473	1,965	6,208	7,440	6,405	408
July-September.....	19,299	7,660	5,780	2,446	1,540	1,873	5,949	6,692	6,187	471
Total.....	75,792	30,913	21,940	9,640	5,680	7,619	3/	26,282	3/	1,866
1957-58:										
October-December.....	20,232	8,319	5,939	2,471	1,455	2,048	6,408	6,727	6,536	561
January-March.....	17,234	7,094	5,270	2,065	1,240	1,565	5,612	5,596	5,624	402
April-June.....	14,776	6,392	4,256	1,647	1,098	1,383	4,442	5,153	4,868	313
July-September.....										
Total.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	19.4	19.7	19.4	19.4	17.9	19.6	3/	20.7	3/	29.9
January-March.....	20.2	20.0	20.7	20.2	18.8	20.5	3/	21.4	3/	34.5
April-June.....	21.5	21.7	21.9	22.5	19.4	21.1	3/	23.9	3/	24.5
July-September.....	20.6	20.3	21.7	21.0	18.6	20.5	3/	22.6	3/	26.8
1957-58:										
October-December.....	20.6	21.1	21.9	19.9	17.8	20.3	3/	22.5	3/	26.6
January-March.....	17.8	17.8	18.7	18.2	15.8	17.4	16.0	19.0	19.0	23.7
April-June.....	16.8	16.9	17.1	16.8	15.9	16.4	15.2	18.1	17.7	18.4
July-September.....										
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	107.6	166.3	104.2	54.9	77.2	112.3				
January-March.....	112.6	165.8	114.4	61.2	82.5	113.3				
April-June.....	123.8	186.3	126.5	68.8	86.3	116.1				
July-September.....	116.3	169.3	122.7	62.4	88.5	110.0				
1957-58:										
October-December.....	121.6	181.2	126.9	62.4	85.3	120.3				
January-March.....	103.2	154.0	112.2	52.1	71.9	91.8				
April-June.....	88.3	138.6	90.3	41.4	64.1	80.9				
July-September.....										

^{1/} See footnote 1, table 2.

^{2/} Delicatessens, department stores, roadside markets, fruit stands, etc.

^{3/} Revised data not available.

Table 6.--Chilled orange juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains ^{1/}	Other outlets ^{2/}
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	4,398	2,332	1,256	516	146	148	3/	329	3/	2,028
January-March.....	5,570	3,319	1,318	679	146	108	1,668	584	642	2,676
April-June.....	6,217	3,795	1,317	773	140	192	1,783	551	853	3,030
July-September.....	5,162	3,242	865	814	106	135	1,759	320	542	2,541
Total.....	21,347	12,688	4,756	2,782	538	583	3/	1,784	3/	10,275
1957-58:										
October-December.....	5,958	3,771	1,054	809	112	212	2,056	470	721	2,711
January-March.....	7,195	4,515	1,518	821	111	230	2,473	564	810	3,348
April-June.....	6,791	3,809	1,741	823	177	241	2,177	583	864	3,167
July-September.....										
Total.....										
Average price per equivalent quart										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	36.5	36.2	36.5	35.2	32.4	45.8	3/	31.4	3/	38.0
January-March.....	35.3	34.1	36.1	35.5	35.1	45.3	3/	28.2	3/	37.6
April-June.....	35.2	33.9	36.6	35.2	34.6	42.7	3/	27.7	3/	37.4
July-September.....	35.3	34.4	36.0	34.8	33.5	46.6	3/	27.6	3/	37.0
1957-58:										
October-December.....	35.9	34.6	36.8	35.2	36.1	46.9	3/	32.9	3/	37.7
January-March.....	36.8	35.5	38.2	36.3	35.6	45.6	35.5	34.1	34.7	38.5
April-June.....	40.3	40.5	40.0	38.4	37.8	45.8	40.0	39.1	39.7	40.9
July-September.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	37.8	38.0	39.8	38.8	35.8	29.6	3/	45.9	3/	38.0
January-March.....	38.5	39.0	39.9	38.6	37.3	29.1	3/	43.6	3/	38.9
April-June.....	39.8	40.3	40.0	39.6	40.6	35.0	3/	41.6	3/	41.3
July-September.....	39.9	40.2	40.7	41.8	34.8	30.4	3/	41.6	3/	39.6
1957-58:										
October-December.....	39.3	40.3	38.5	40.9	33.9	33.4	3/	40.7	3/	39.0
January-March.....	38.0	38.9	36.7	39.6	32.5	33.9	40.0	37.6	37.0	37.0
April-June.....	37.9	38.6	37.1	40.7	33.3	33.4	39.1	40.6	37.7	36.8
July-September.....										
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	27.0	52.2	27.1	13.3	8.8	8.9				
January-March.....	33.9	73.8	28.1	17.5	8.7	6.4				
April-June.....	37.6	84.6	27.9	19.7	8.2	11.3				
July-September.....	31.1	71.7	18.4	20.8	6.1	7.9				
1957-58:										
October-December.....	35.8	82.1	22.5	20.4	6.6	12.5				
January-March.....	43.1	98.0	32.3	20.7	6.4	13.5				
April-June.....	40.6	82.6	37.0	20.7	10.3	14.1				
July-September.....										

^{1/} See footnote 1, table 2.

^{2/} Delicatessens, department stores, roadside markets, fruit stands, etc.

^{3/} Revised data not available.

Table 7.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains ^{1/}	All retail outlets ^{2/}
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:										
October-December.....	718	180	203	71	92	172	3/	250	3/	718
January-March.....	664	160	201	62	104	137	223	181	221	664
April-June.....	4,015	1,615	1,082	349	376	593	1,259	1,234	1,454	4,015
July-September.....	6,367	2,033	2,085	608	612	1,029	1,961	1,989	2,309	6,367
Total.....	11,764	3,988	3,571	1,090	1,184	1,931	3/	3,654	3/	11,764
1957-58:										
October-December.....	891	311	206	83	98	193	252	255	327	891
January-March.....	657	218	124	64	102	149	204	180	255	657
April-June.....	4,213	1,292	1,093	410	528	890	1,535	1,091	1,490	4,213
July-September.....										
Total.....										
Average price per 6-ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	13.8	14.9	13.4	14.8	15.4	12.5	3/	13.6	3/	13.8
January-March.....	14.1	15.1	13.8	14.8	15.9	12.2	3/	13.5	3/	14.1
April-June.....	11.4	11.5	11.6	11.9	11.9	10.4	3/	11.0	3/	11.4
July-September.....	11.0	11.4	11.1	11.5	11.5	9.9	3/	10.7	3/	11.0
1957-58:										
October-December.....	12.0	12.1	12.3	12.5	12.9	11.2	3/	11.5	3/	12.0
January-March.....	12.8	13.3	13.1	12.9	13.4	11.8	13.6	12.3	11.9	12.8
April-June.....	10.5	10.5	10.6	11.9	11.2	9.7	10.8	10.6	10.0	10.5
July-September.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	15.3	14.6	18.5	15.9	12.7	15.2	3/	16.3	3/	15.3
January-March.....	16.1	15.0	18.6	14.0	13.6	17.6	3/	14.9	3/	16.1
April-June.....	21.9	22.4	21.7	20.4	20.4	22.8	3/	22.7	3/	21.9
July-September.....	22.9	21.4	23.1	22.6	21.7	25.4	3/	23.5	3/	22.9
1957-58:										
October-December.....	18.4	18.1	19.9	16.5	16.5	19.7	3/	18.9	3/	18.4
January-March.....	16.0	16.9	14.2	16.4	14.6	17.2	14.3	15.7	16.9	16.0
April-June.....	24.0	24.0	21.4	22.2	22.8	27.9	23.2	23.2	25.4	24.0
July-September.....										
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons				
1956-57:										
October-December.....	4.4	4.0	4.4	1.8	5.5	10.3				
January-March.....	4.0	3.6	4.3	1.6	6.2	8.1				
April-June.....	24.3	36.0	23.0	8.9	22.0	35.0				
July-September.....	38.4	44.9	44.3	15.5	35.2	60.5				
1957-58:										
October-December.....	5.4	6.8	4.4	2.1	5.7	11.3				
January-March.....	3.9	4.7	2.6	1.6	5.9	8.7				
April-June.....	25.2	35.8	23.2	10.3	30.8	52.1				
July-September.....										

^{1/} See footnote 1, table 2.

^{2/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{3/} Revised data not available.

Table 8.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	1,428	185	535	378	179	151	4/	323	4/
January-March.....	1,353	204	481	331	190	147	743	255	332
April-June.....	1,828	235	622	431	296	244	948	425	427
July-September.....	1,854	237	600	490	273	254	946	437	448
Total.....	6,463	861	2,238	1,630	938	796	4/	1,440	4/
1957-58:									
October-December.....	1,514	158	547	440	204	165	753	291	445
January-March.....	1,353	130	558	295	230	140	665	242	421
April-June.....	1,811	225	754	375	198	259	824	431	530
July-September.....									
Total.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	27.4	28.7	27.0	28.1	27.1	26.6	4/	27.7	4/
January-March.....	27.5	27.6	27.0	28.0	27.6	27.8	4/	27.9	4/
April-June.....	26.9	27.6	26.4	27.3	27.3	26.4	4/	27.3	4/
July-September.....	27.1	27.9	27.1	28.1	26.5	26.2	4/	27.1	4/
1957-58:									
October-December.....	27.8	28.1	27.8	28.0	27.6	27.5	4/	28.4	4/
January-March.....	28.1	28.9	27.7	28.7	28.1	28.3	28.0	28.5	27.9
April-June.....	27.7	28.3	27.4	28.5	27.5	27.5	27.7	27.7	27.2
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	71.4	63.9	78.9	68.4	63.9	74.7	4/	65.9	4/
January-March.....	71.1	67.1	76.2	68.7	67.8	71.8	4/	64.1	4/
April-June.....	76.1	65.8	79.7	67.8	74.2	93.0	4/	75.5	4/
July-September.....	76.2	62.9	78.6	68.9	75.6	94.6	4/	77.8	4/
1957-58:									
October-December.....	72.0	65.8	69.6	72.4	67.2	86.4	4/	68.3	4/
January-March.....	71.5	55.8	76.0	65.0	74.1	74.9	71.0	62.0	70.6
April-June.....	74.7	66.1	76.3	71.3	71.1	83.2	76.2	74.6	74.9
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	8.8	4.1	11.5	9.8	10.8	9.1			
January-March.....	8.2	4.5	10.3	8.5	11.3	8.7			
April-June.....	11.1	5.2	13.2	11.0	17.3	14.4			
July-September.....	11.2	5.2	12.7	12.5	15.7	14.9			
1957-58:									
October-December.....	9.1	3.4	11.7	11.1	12.0	9.7			
January-March.....	8.1	2.8	11.9	7.4	13.3	8.2			
April-June.....	10.8	4.9	16.0	9.4	11.6	15.2			
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 2.--Concentrated shelf-pack orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Indepen- dent groceries	National chains	Regional chains 2/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
1956-57:									
October-December.....	304	3/	181	3/	44	40	4/	71	4/
January-March.....	272	3/	174	3/	38	38	163	52	50
April-June.....	344	3/	182	3/	49	59	205	57	76
July-September.....	357	3/	210	3/	58	38	185	83	84
Total.....	1,277	140	747	26	189	175	4/	263	4/
1957-58:									
October-December.....	342	3/	216	3/	43	45	193	66	80
January-March.....	336	3/	206	3/	47	43	172	74	84
April-June.....	469	59	244	3/	61	85	266	104	3/
July-September.....									
Total.....									
Average price per 6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	17.0	3/	17.2	3/	16.7	17.0	4/	16.4	4/
January-March.....	16.9	3/	17.1	3/	16.3	17.1	4/	16.5	4/
April-June.....	17.1	3/	17.0	3/	17.0	17.6	4/	16.5	4/
July-September.....	16.8	3/	17.0	3/	16.7	16.9	4/	16.4	4/
1957-58:									
October-December.....	17.2	3/	17.4	3/	17.0	17.3	4/	16.6	4/
January-March.....	17.2	3/	17.4	3/	16.8	17.0	17.6	16.4	16.9
April-June.....	18.1	17.1	18.8	3/	16.4	18.2	18.7	16.3	3/
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	15.8	3/	17.5	3/	15.9	14.8	4/	14.6	4/
January-March.....	16.5	3/	16.9	3/	18.6	14.7	4/	19.0	4/
April-June.....	17.0	3/	18.5	3/	17.2	14.8	4/	17.1	4/
July-September.....	17.3	3/	19.9	3/	18.4	12.5	4/	16.5	4/
1957-58:									
October-December.....	17.4	3/	20.3	3/	15.6	15.0	4/	17.3	4/
January-March.....	17.0	3/	18.1	3/	17.6	15.9	16.7	17.0	21.6
April-June.....	17.1	13.4	17.3	3/	18.3	17.4	18.0	14.7	3/
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
1956-57:									
October-December.....	1.9	3/	3.9	3/	2.7	2.4			
January-March.....	1.7	3/	3.7	3/	2.3	2.3			
April-June.....	2.1	3/	3.9	3/	2.9	3.5			
July-September.....	2.2	3/	4.5	3/	3.3	2.2			
1957-58:									
October-December.....	2.1	3/	4.6	3/	2.5	2.6			
January-March.....	2.0	3/	4.4	3/	2.7	2.5			
April-June.....	2.8	1.3	5.2	3/	3.6	5.0			
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

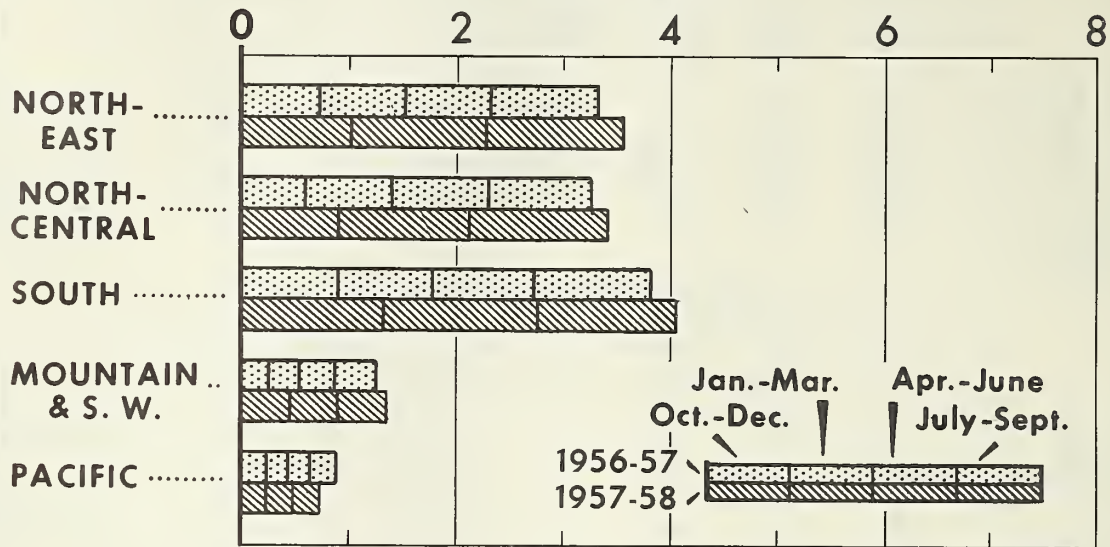
2/ See footnote 1, table 2.

3/ Too few purchases reported for analysis.

4/ Revised data not available.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4877-58(8)

AGRICULTURAL MARKETING SERVICE

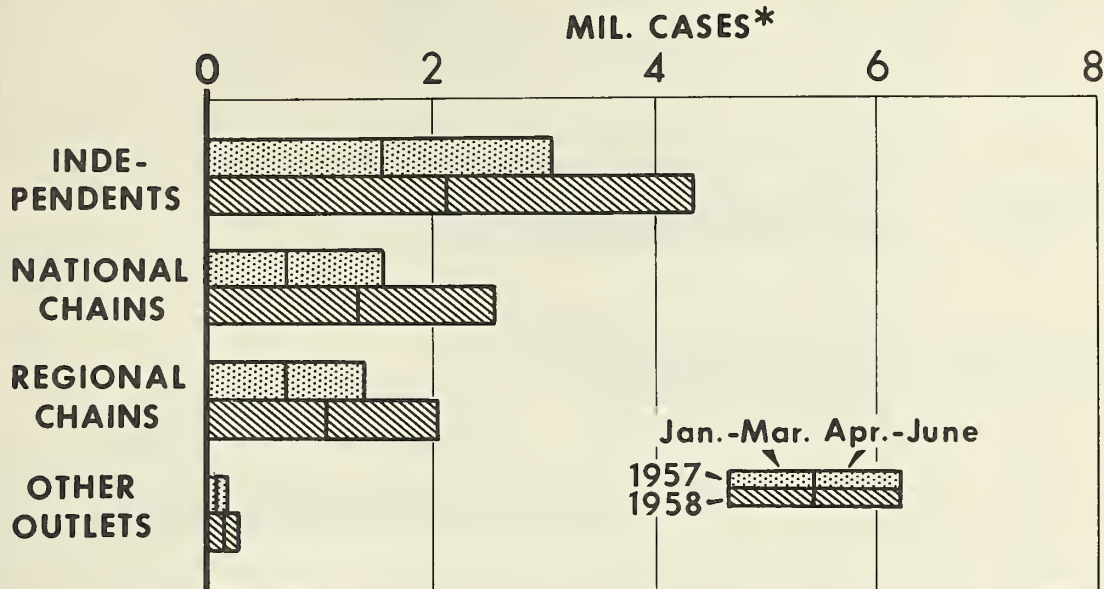
Figure 3

Table 10.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain Southwest	Pacific	United States	North-east	North Central	South	Mountain Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:												
October-December.....	2,631	714	590	848	253	226	36.4	35.8	37.2	34.7	38.7	39.6
January-March.....	3,032	799	808	937	285	203	34.5	34.1	34.5	33.1	36.3	39.3
April-June.....	3,186	822	907	945	316	196	32.8	31.5	32.2	32.3	35.4	37.1
July-September.....	3,673	992	953	1,079	391	258	30.5	29.1	29.9	29.9	32.8	35.4
Total	12,522	3,327	3,258	3,809	1,245	883						
1957-58:												
October-December.....	3,885	1,012	898	1,314	436	225	30.8	29.4	29.9	30.4	32.6	36.7
January-March.....	4,663	1,281	1,231	1,428	452	271	31.8	31.3	31.4	30.8	33.2	37.3
April-June.....	4,581	1,285	1,277	1,288	475	256	33.5	32.4	33.7	32.5	35.6	38.5
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 persons					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1956-57:												
October-December.....	52.0	55.8	52.8	52.5	46.7	47.8	16.1	15.9	12.7	21.9	15.3	13.6
January-March.....	54.8	58.3	56.0	55.2	50.9	47.6	18.4	17.8	17.2	24.2	17.0	12.0
April-June.....	56.6	63.4	55.6	55.6	53.0	52.9	19.3	18.3	19.2	24.1	18.5	11.6
July-September.....	58.4	63.8	60.4	56.1	54.9	55.7	22.1	21.9	20.2	27.6	22.5	15.2
1957-58:												
October-December.....	58.9	64.8	58.4	58.5	56.9	52.3	23.4	22.0	19.2	33.2	25.5	13.2
January-March.....	59.8	66.9	58.5	59.8	56.7	53.6	27.9	27.8	26.2	36.0	26.2	15.9
April-June.....	59.2	71.5	59.5	57.6	55.2	46.1	27.4	27.9	27.1	32.3	27.7	15.0
July-September.....												

1/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



U.S. DEPARTMENT OF AGRICULTURE

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Figure 4

Table 11.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ-	National	Regional	All	Independ-	National	Regional	All	Independ-	National	Regional	All
	dent	chains	chains	retail	dent	chains	chains	retail	dent	chains	chains	retail
	groceries:	1/	2/	outlets	groceries:	1/	2/	outlets	groceries:	1/	2/	outlets
	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
	cases 3/	cases 3/	cases 3/	cases 3/								
1956-57:												
October-December.....	4/	570	4/	2,631	4/	34.7	4/	35.4	4/	56.7	4/	52.0
January-March.....	1,555	698	696	3,032	4/	32.6	4/	34.5	4/	60.7	4/	54.3
April-June.....	1,535	673	700	3,186	4/	30.0	4/	32.8	4/	61.4	4/	56.6
July-September.....	1,676	1,067	841	3,673	4/	27.3	4/	30.5	4/	64.1	4/	58.4
Total.....	4/	3,208	4/	12,522								
1957-58:												
October-December.....	1,851	1,049	857	3,885	4/	27.9	4/	30.8	4/	65.9	4/	58.9
January-March.....	2,151	1,336	1,048	4,663	33.3	29.2	31.1	31.8	57.0	68.2	60.6	59.8
April-June.....	2,212	1,230	1,007	4,581	35.0	31.1	33.0	33.5	56.9	65.0	59.8	59.2
July-September.....												
Total.....												

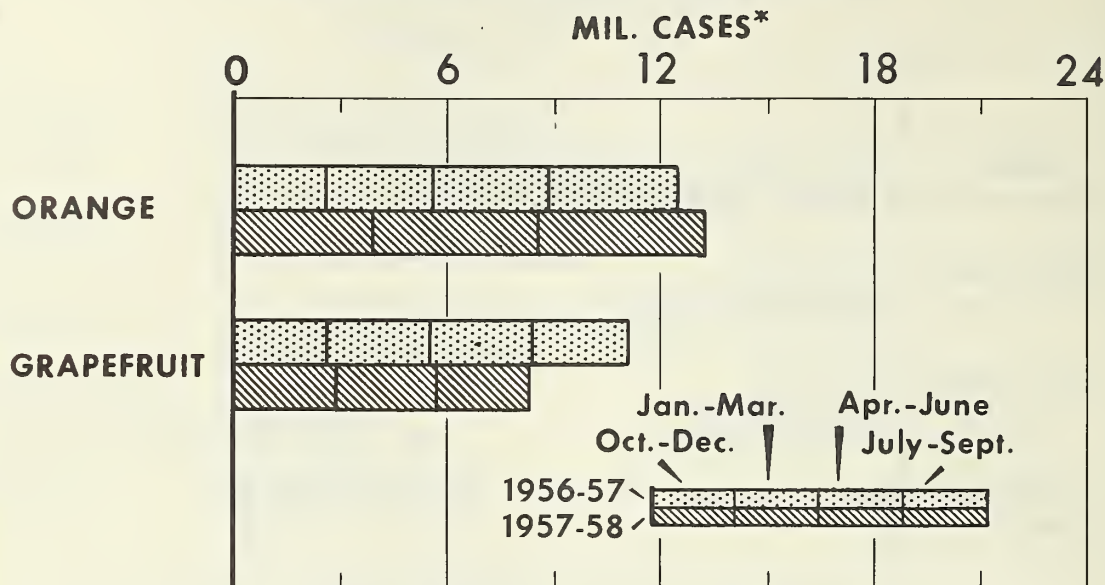
1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4879-58 (8) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 12--Canned citrus juices: Consumer purchases by quarters, October-December 1956 to date

Period	Canned Orange juice		Canned Grapefruit juice	
	1957-58	1956-57	1957-58	1956-57
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December.....	3,885	2,631	2,814	2,663
January-March.....	4,663	3,032	2,825	2,852
April-June.....	4,581	3,186	2,609	3,030
July-September.....		3,673		2,627
Total.....		12,522		11,172

1/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

Table 13.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarter, October 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	All retail outlets 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:										
October-December.....	2,663	692	761	482	397	331	4/	802	4/	2,663
January-March.....	2,852	767	761	586	440	298	1,315	887	608	2,852
April-June.....	3,030	888	733	703	373	333	1,350	965	676	3,030
July-September.....	2,627	765	623	611	326	302	1,115	892	588	2,627
Total.....	11,172	3,112	2,878	2,382	1,536	1,264	4/	3,546	4/	11,172
1957-58:										
October-December.....	2,814	742	627	749	328	368	1,170	975	640	2,814
January-March.....	2,825	806	749	597	406	267	1,149	980	656	2,825
April-June.....	2,609	787	590	616	300	316	960	902	711	2,609
July-September.....										
Total.....										
Average price per 46-ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:										
October-December.....	28.2	26.9	28.2	26.8	29.7	29.9	4/	26.6	4/	28.2
January-March.....	28.0	27.5	27.8	27.5	28.2	29.5	4/	26.3	4/	28.0
April-June.....	27.5	27.1	26.8	27.3	27.2	29.5	4/	25.5	4/	27.5
July-September.....	27.4	26.7	26.8	27.0	27.7	29.8	4/	26.2	4/	27.4
1957-58:										
October-December.....	27.5	26.6	27.3	26.6	28.3	29.7	4/	25.8	4/	27.5
January-March.....	28.0	26.9	27.8	27.7	28.3	30.3	29.1	26.4	27.7	28.0
April-June.....	30.5	29.6	30.0	29.4	31.7	32.5	32.0	29.2	29.6	30.5
July-September.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	61.4	62.6	62.8	56.8	63.6	61.9	4/	68.0	4/	61.4
January-March.....	63.6	59.2	68.2	61.6	67.1	63.1	4/	74.5	4/	63.6
April-June.....	64.6	64.0	68.6	61.9	63.2	66.8	4/	73.5	4/	64.6
July-September.....	62.1	63.4	68.5	59.8	58.4	60.2	4/	71.9	4/	62.1
1957-58:										
October-December.....	64.0	69.3	65.2	63.6	60.2	61.7	4/	74.8	4/	64.0
January-March.....	62.6	63.2	66.5	60.3	65.4	56.0	58.0	70.7	62.9	62.6
April-June.....	61.2	63.8	59.9	61.6	59.7	60.4	57.5	69.9	59.4	61.2
July-September.....										
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/				
1956-57:										
October-December.....	16.3	15.5	16.4	12.5	23.9	19.9				
January-March.....	17.4	17.0	16.2	15.2	26.2	17.7				
April-June.....	18.3	19.8	15.6	17.9	21.8	19.7				
July-September.....	15.8	16.9	13.2	15.6	18.7	17.7				
1957-58:										
October-December.....	16.9	16.2	13.4	18.9	19.2	21.6				
January-March.....	16.9	17.5	15.9	15.1	23.5	15.7				
April-June.....	15.6	17.1	12.5	15.5	17.5	18.5				
July-September.....										

1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 14.--Canned single-strength lemon juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet ^{1/}		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains ^{2/}
	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}
1956-57:									
October-December.....	150	43	53	4/	14	28	5/	35	5/
January-March.....	142	46	53	4/	12	21	53	36	52
April-June.....	229	96	67	19	15	32	76	69	82
July-September.....	266	108	80	24	19	35	84	84	95
Total.....	787	293	253	65	60	116	5/	224	5/
1957-58:									
October-December.....	156	58	45	4/	13	28	61	43	51
January-March.....	148	53	45	4/	13	26	49	43	55
April-June.....	221	84	69	19	15	34	80	67	72
July-September.....									
Total.....									
Average price per 5½-6-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	12.1	12.9	12.9	4/	13.8	11.3	5/	11.8	5/
January-March.....	12.4	11.9	13.3	4/	16.2	11.2	5/	11.7	5/
April-June.....	10.8	10.6	11.1	12.8	11.5	10.5	5/	10.3	5/
July-September.....	10.4	10.7	10.8	10.0	11.5	9.7	2/	10.5	2/
1957-58:									
October-December.....	10.6	10.1	11.9	4/	13.3	9.8	5/	9.6	5/
January-March.....	10.8	11.3	11.2	4/	12.1	9.7	12.1	9.7	10.0
April-June.....	10.3	9.9	11.6	9.9		9.6	10.3	9.8	10.6
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	14.9	15.6	20.3	4/	11.9	12.4	5/	14.9	5/
January-March.....	14.3	15.4	17.5	4/	10.3	12.7	5/	13.9	5/
April-June.....	15.0	16.8	16.9	13.1	11.3	13.0	5/	15.7	5/
July-September.....	16.3	16.7	20.1	14.6	13.7	13.7	5/	16.8	5/
1957-58:									
October-December.....	15.0	16.2	17.6	4/	11.8	13.3	5/	14.4	5/
January-March.....	14.8	15.2	16.4	4/	11.7	13.5	13.4	14.8	16.4
April-June.....	15.5	17.7	18.0	13.8		13.3	14.6	15.4	17.2
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}			
1956-57:									
October-December.....	0.9	1.0	1.1	4/	0.8	1.7			
January-March.....	.9	1.0	1.1	4/	.7	1.3			
April-June.....	1.4	2.1	1.4	0.5	.9	1.9			
July-September.....	1.6	2.4	1.7	.6	1.1	2.0			
1957-58:									
October-December.....	.9	1.3	1.0	4/	.8	1.6			
January-March.....	.9	1.1	1.0	4/	.8	1.5			
April-June.....	1.3	1.8	1.5	.5	.9	2.0			
July-September.....									

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

^{2/} See footnote 1, table 2.

^{3/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

^{4/} Too few purchases reported for analysis.

^{5/} Revised data not available.

Table 15.--Canned single-strength prune juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	2,086	1,173	353	248	172	140	4/	494	4/
January-March.....	2,280	1,191	422	283	214	170	824	560	854
April-June.....	2,140	1,070	406	315	175	174	812	503	797
July-September.....	2,020	1,048	341	278	198	155	782	479	742
Total.....	8,526	4,482	1,522	1,124	759	639	4/	2,036	4/
1957-58:									
October-December.....	2,047	1,049	353	307	174	164	774	497	750
January-March.....	2,158	1,127	342	295	201	193	832	540	760
April-June.....	1,995	1,097	298	285	156	159	829	478	665
July-September.....									
Total.....									
Average price per 32-ounce bottle									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	32.5	31.0	34.7	33.6	34.6	31.2	4/	31.6	4/
January-March.....	32.9	31.0	34.9	33.3	35.4	32.9	4/	32.2	4/
April-June.....	32.7	30.9	34.7	33.0	35.6	32.8	4/	32.1	4/
July-September.....	32.9	31.2	35.1	33.6	35.1	32.2	4/	32.1	4/
1957-58:									
October-December.....	33.1	31.1	35.5	34.2	35.3	32.6	4/	32.2	4/
January-March.....	33.4	31.1	35.5	34.6	36.6	32.8	35.1	32.1	32.1
April-June.....	33.9	31.4	36.3	35.1	37.4	34.9	35.3	32.9	32.7
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	39.4	40.0	38.7	34.5	41.3	44.0	4/	38.7	4/
January-March.....	39.9	40.2	38.7	37.0	45.2	39.6	4/	39.4	4/
April-June.....	40.2	40.5	40.3	38.6	43.8	38.6	4/	37.9	4/
July-September.....	40.5	40.1	40.0	37.2	46.8	41.7	4/	39.3	4/
1957-58:									
October-December.....	39.6	40.9	36.3	37.7	43.1	39.6	4/	39.7	4/
January-March.....	40.7	42.0	36.8	37.7	45.0	41.6	36.5	42.8	45.8
April-June.....	39.6	41.2	35.1	38.5	43.5	38.3	37.1	40.4	43.0
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	12.8	26.2	7.6	6.4	10.4	8.4			
January-March.....	13.9	26.5	9.0	7.3	12.7	10.1			
April-June.....	12.9	23.8	8.6	7.0	10.3	10.3			
July-September.....	12.2	23.2	7.2	7.1	11.4	9.1			
1957-58:									
October-December.....	12.3	22.8	7.5	7.8	10.2	9.6			
January-March.....	12.9	24.5	7.3	7.4	11.7	11.3			
April-June.....	11.9	23.8	6.3	7.2	9.1	9.3			
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 16.--Canned single-strength tomato juice: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	5,308	1,922	1,372	671	534	809	4/	1,370	4/
January-March.....	6,092	2,197	1,606	752	587	950	2,504	1,576	1,906
April-June.....	6,106	2,160	1,604	817	570	955	2,463	1,745	1,817
July-September.....	5,335	1,897	1,371	699	566	802	2,163	1,384	1,715
Total.....	22,841	8,176	5,953	2,939	2,257	3,516	4/	6,075	4/
1957-58:									
October-December.....	5,644	2,200	1,336	821	520	767	2,254	1,614	1,701
January-March.....	6,180	2,216	1,530	872	632	930	2,547	1,683	1,873
April-June.....	5,778	2,049	1,542	798	511	878	2,188	1,646	1,848
July-September.....									
Total.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	27.8	29.3	28.7	30.1	29.6	22.9	4/	27.1	4/
January-March.....	27.5	29.0	28.1	30.0	29.1	23.1	4/	26.7	4/
April-June.....	26.6	28.1	26.7	28.5	28.9	22.8	4/	25.4	4/
July-September.....	26.6	28.2	26.7	28.4	28.4	22.7	4/	26.0	4/
1957-58:									
October-December.....	27.5	28.8	27.6	29.7	28.9	23.4	4/	26.9	4/
January-March.....	28.0	29.9	28.9	30.6	29.3	22.8	28.4	28.2	27.3
April-June.....	28.6	30.2	29.4	31.3	29.8	23.9	29.1	28.3	28.2
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	54.6	50.4	57.3	50.9	46.3	69.5	4/	56.5	4/
January-March.....	57.1	53.2	60.1	49.7	53.2	69.9	4/	58.9	4/
April-June.....	58.6	52.6	62.5	53.4	52.7	73.0	4/	65.5	4/
July-September.....	58.6	53.7	63.2	52.5	53.2	71.7	4/	62.0	4/
1957-58:									
October-December.....	56.3	52.4	59.5	52.6	50.1	68.7	4/	58.8	4/
January-March.....	56.9	53.1	57.1	49.6	53.9	74.1	55.3	58.4	58.5
April-June.....	56.0	51.8	56.8	49.2	52.4	71.5	54.2	60.8	54.3
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	32.6	43.0	29.6	17.3	32.2	48.6			
January-March.....	37.1	48.8	34.3	19.4	34.9	56.3			
April-June.....	37.0	48.2	34.0	20.8	33.4	56.4			
July-September.....	32.2	41.9	29.1	17.8	32.6	47.1			
1957-58:									
October-December.....	33.9	47.9	28.6	20.7	30.5	45.1			
January-March.....	37.0	48.1	32.6	22.0	36.7	54.5			
April-June.....	34.5	44.4	32.7	20.0	29.8	51.4			
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 17.--Other single-strength juices: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:									
October-December.....	9,044	3,935	1,894	969	853	1,393	4/	2,373	4/
January-March.....	10,294	4,626	2,166	1,089	887	1,526	4,105	2,626	3,404
April-June.....	10,737	4,734	2,368	1,247	907	1,481	4,231	2,854	3,475
July-September.....	10,331	4,481	2,240	1,445	823	1,342	4,181	2,697	3,301
Total.....	40,406	17,776	8,668	4,750	3,470	5,742	4/	10,550	4/
1957-58:									
October-December.....	10,620	4,787	2,206	1,374	833	1,420	4,174	2,828	3,488
January-March.....	12,173	5,074	2,825	1,542	1,063	1,669	4,561	3,401	4,027
April-June.....	13,042	5,446	3,018	1,604	1,049	1,925	4,954	3,606	4,294
July-September.....									
Total.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	30.7	30.5	32.4	30.3	33.0	28.6	4/	30.0	4/
January-March.....	30.8	30.7	32.5	30.6	32.4	28.7	4/	29.7	4/
April-June.....	30.6	30.4	31.4	30.2	32.7	29.3	4/	29.7	4/
July-September.....	31.3	30.9	31.7	30.7	34.2	30.3	4/	30.1	4/
1957-58:									
October-December.....	31.9	31.5	32.8	31.8	34.8	30.2	4/	30.4	4/
January-March.....	31.5	31.0	32.7	31.6	34.3	29.3	32.8	30.4	30.8
April-June.....	31.9	31.8	32.7	31.3	34.9	30.0	32.9	31.2	31.3
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	48.1	48.4	46.4	42.7	46.8	53.6	4/	47.9	4/
January-March.....	49.0	49.7	48.7	44.2	47.0	52.7	4/	48.6	4/
April-June.....	51.2	50.7	52.8	46.4	48.7	55.7	4/	50.8	4/
July-September.....	50.4	50.7	52.4	47.9	47.1	52.0	4/	51.3	4/
1957-58:									
October-December.....	50.6	51.8	51.1	46.5	47.6	52.9	4/	51.5	4/
January-March.....	52.3	53.3	52.5	47.1	49.6	56.2	51.0	52.8	53.4
April-June.....	52.9	54.0	53.7	47.4	47.6	57.7	51.7	53.9	53.5
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
1956-57:									
October-December.....	55.5	88.0	40.9	25.0	51.4	83.6			
January-March.....	62.6	102.9	46.2	28.1	52.7	90.5			
April-June.....	65.0	105.5	50.3	31.7	53.1	87.4			
July-September.....	62.2	99.1	47.6	36.9	47.3	78.9			
1957-58:									
October-December.....	63.8	104.3	47.1	34.7	48.8	83.4			
January-March.....	73.0	110.2	60.1	38.9	61.6	97.9			
April-June.....	78.0	118.0	64.1	40.3	61.2	112.6			
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ See footnote 1, table 2.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 18.--Total single-strength juices: Consumer purchases, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

Period	Consumer purchases									
	United States	Region					Retail outlet			
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 1/	Other outlets 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
1956-57:										
October-December.....	21,882	8,479	5,023	3,230	2,223	2,927	4/	5,644	4/	358
January-March.....	24,692	9,626	5,816	3,657	2,425	3,168	10,356	6,383	7,520	433
April-June.....	25,428	9,770	6,085	4,046	2,356	3,171	10,467	7,009	7,547	405
July-September.....	24,252	9,291	5,608	4,136	2,323	2,894	10,001	6,603	7,282	366
Total.....	96,254	37,166	22,532	15,069	9,327	12,160	4/	25,639	4/	1,562
1957-58:										
October-December.....	25,166	9,848	5,465	4,577	2,304	2,972	10,284	7,006	7,487	389
January-March.....	28,147	10,557	6,722	4,749	2,763	3,356	11,289	7,983	8,419	456
April-June.....	28,226	10,748	6,794	4,610	2,506	3,568	11,223	7,929	8,597	477
July-September.....										
Total.....										
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:										
October-December.....	49.8	48.6	50.5	47.5	47.6	55.4	4/	51.2	4/	46.8
January-March.....	51.4	49.9	52.7	49.2	50.7	55.4	4/	53.1	4/	52.8
April-June.....	52.7	50.8	54.6	50.7	50.8	57.8	4/	55.4	4/	53.8
July-September.....	52.2	50.8	55.2	50.6	50.0	55.1	4/	54.8	4/	50.1
1957-58:										
October-December.....	52.5	52.1	53.5	52.1	50.1	54.8	4/	55.7	4/	45.0
January-March.....	53.6	53.1	53.9	51.5	52.6	57.7	51.7	56.2	54.5	51.3
April-June.....	53.1	53.4	53.6	50.7	50.0	56.9	51.5	56.0	53.0	52.6
July-September.....										
Purchases per 1,000 persons										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/				
1956-57:										
October-December.....	134.2	189.6	108.3	83.4	134.0	175.8				
January-March.....	150.3	214.0	124.0	94.5	144.2	187.9				
April-June.....	153.9	217.7	129.1	103.0	138.0	187.3				
July-September.....	146.1	205.4	119.0	105.6	133.6	170.0				
1957-58:										
October-December.....	151.2	214.5	116.8	115.6	135.0	174.5				
January-March.....	168.6	229.2	143.1	119.8	160.2	196.8				
April-June.....	168.7	233.0	144.2	115.8	146.2	208.8				
July-September.....										

1/ See footnote 1, table 2.

2/ Delicatessens, department stores, roadside markets, fruit stands, etc.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case.

4/ Revised data not available.

Table 19.--Canned grapefruit sections: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 persons, United States by regions and type of retail outlet, by quarters, October 1956 to date

Period	Consumer purchases								
	United States	Region					Retail outlet ^{1/}		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains ^{2/}
	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}	1,000 cases ^{3/}
1956-57:									
October-December.....	994	339	356	89	79	131	4/	335	4/
January-March.....	859	301	276	78	62	142	313	325	218
April-June.....	785	253	261	93	59	119	310	266	205
July-September.....	950	392	313	89	57	99	330	345	271
Total.....	3,588	1,285	1,206	349	257	491	4/	1,271	4/
1957-58:									
October-December.....	803	288	211	126	48	130	306	275	219
January-March.....	872	371	248	84	52	117	310	317	239
April-June.....	974	377	296	105	51	145	359	359	244
July-September.....									
Total.....									
Average price paid per No. 303 can ^{5/}									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1956-57:									
October-December.....	18.2	17.2	17.9	18.4	19.6	19.4	4/	16.8	4/
January-March.....	18.3	17.5	18.0	18.4	19.0	19.1	4/	17.2	4/
April-June.....	18.7	18.0	18.3	19.0	20.0	19.4	4/	17.6	4/
July-September.....	18.8	18.1	18.7	19.2	20.3	19.8	4/	17.4	4/
1957-58:									
October-December.....	19.1	18.2	18.5	18.9	21.9	19.9	4/	17.5	4/
January-March.....	19.2	18.5	18.9	19.4	20.2	20.6	20.9	17.9	18.9
April-June.....	19.9	18.6	19.7	20.7	19.9	21.3	21.3	18.4	19.5
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1956-57:									
October-December.....	35.8	33.9	36.3	43.8	35.6	35.8	4/	37.6	4/
January-March.....	36.8	34.1	36.5	42.8	40.6	37.3	4/	39.5	4/
April-June.....	34.7	31.6	33.0	39.1	44.2	35.5	4/	36.0	4/
July-September.....	35.6	35.7	36.1	39.0	37.2	31.7	4/	39.8	4/
1957-58:									
October-December.....	37.4	34.6	36.4	43.9	38.8	38.2	4/	39.9	4/
January-March.....	36.4	35.5	36.4	44.1	33.2	36.4	33.2	44.7	33.3
April-June.....	35.7	34.3	34.7	39.6	34.9	37.6	36.1	38.8	31.3
July-September.....									
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}	Cases ^{3/}			
1956-57:									
October-December.....	6.1	7.6	7.7	2.3	4.8	7.9			
January-March.....	5.2	6.7	5.9	2.0	3.7	8.4			
April-June.....	4.8	5.6	5.5	2.4	3.5	7.0			
July-September.....	5.7	8.7	6.6	2.3	3.3	5.8			
1957-58:									
October-December.....	4.8	6.3	4.5	3.2	2.8	7.6			
January-March.....	5.2	8.1	5.3	2.1	3.0	6.9			
April-June.....	5.8	8.2	6.3	2.6	3.0	8.5			
July-September.....									

^{1/} Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

^{2/} See footnote 1, table 2.

^{3/} Equivalent cases 24 No. 2 cans...480 ounces per case.

^{4/} Revised data not available.

^{5/} Net weight 1 pound.

Table 20.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 persons, United States by regions and type of retail outlets, April-June 1958

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains 2/
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/
Canned single-strength juices:									
Orange.....	4,581	1,285	1,277	1,288	475	256	2,212	1,230	1,007
Grapefruit.....	2,609	787	590	616	300	316	960	902	711
Lemon.....	221	84	69	19	15	34	80	67	72
Prune.....	1,995	1,097	298	285	156	159	829	478	665
Tomato.....	5,778	2,049	1,542	798	511	878	2,188	1,646	1,848
Other juices.....	13,042	5,446	3,018	1,604	1,049	1,925	4,954	3,606	4,294
Total.....	28,226	10,748	6,794	4,610	2,506	3,568	11,223	7,929	8,597
Canned grapefruit sections.....	974	377	296	105	51	145	359	359	244
Average price per can 4/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Canned single-strength juices:									
Orange.....	33.5	32.4	33.7	32.5	35.6	38.5	35.0	31.1	33.0
Grapefruit.....	30.5	29.6	30.0	29.4	31.7	32.5	32.0	29.2	29.6
Lemon.....	10.3	9.9	11.6	9.9	12.1	9.6	10.3	9.8	10.6
Prune.....	33.9	31.4	36.3	35.1	37.4	34.9	35.3	32.9	32.7
Tomato.....	28.6	30.2	29.4	31.3	29.8	23.9	29.1	28.3	28.2
Other juices.....	31.9	31.8	32.7	31.3	34.9	30.0	32.9	31.2	31.3
Canned grapefruit sections.....	19.9	18.6	19.7	20.7	19.9	21.3	21.3	18.4	19.5
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Canned single-strength juices:									
Orange.....	59.2	71.5	59.5	57.6	55.2	46.1	56.9	65.0	59.8
Grapefruit.....	61.2	63.8	59.9	61.6	59.7	60.4	57.5	69.9	59.4
Lemon.....	15.5	17.7	18.0	13.8	11.7	13.3	14.6	15.4	17.2
Prune.....	39.6	41.2	35.1	38.5	43.5	38.3	37.1	40.4	43.0
Tomato.....	56.0	51.8	56.8	49.2	52.4	71.5	54.2	60.8	54.3
Other juices.....	52.9	54.0	53.7	47.4	47.6	57.7	51.7	53.9	53.5
Total.....	53.1	53.4	53.6	50.7	50.0	56.9	51.5	56.0	53.0
Canned grapefruit sections.....	35.7	34.3	34.7	39.6	34.9	37.6	36.1	38.8	31.3
Purchases per 1,000 persons									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/			
Canned single-strength juices:									
Orange.....	27.4	27.9	27.1	32.3	27.7	15.0			
Grapefruit.....	15.6	17.1	12.5	15.5	17.5	18.5			
Lemon.....	1.3	1.8	1.5	.5	.9	2.0			
Prune.....	11.9	23.8	6.3	7.2	9.1	9.3			
Tomato.....	34.5	44.4	32.7	20.0	29.8	51.4			
Other juices.....	78.0	118.0	64.1	40.3	61.2	112.6			
Total.....	168.7	233.0	144.2	115.8	146.2	208.8			
Canned grapefruit sections.....	5.8	8.2	6.3	2.6	3.0	8.5			

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

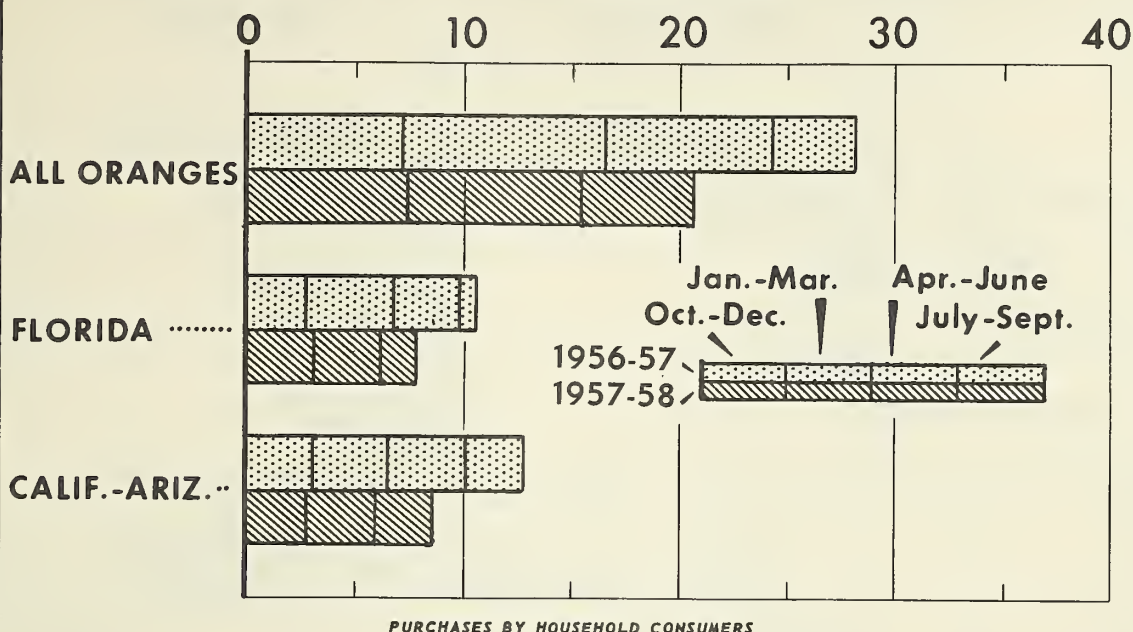
2/ See footnote 1, table 2.

3/ Equivalent cases of 24 No. 2 cans...432 ounces per case, except 480 ounces per case for canned grapefruit sections.

4/ 46-ounce can, except lemon juice, 5½-6-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

CONSUMER PURCHASES OF ORANGES

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4880-58 (8) AGRICULTURAL MARKETING SERVICE

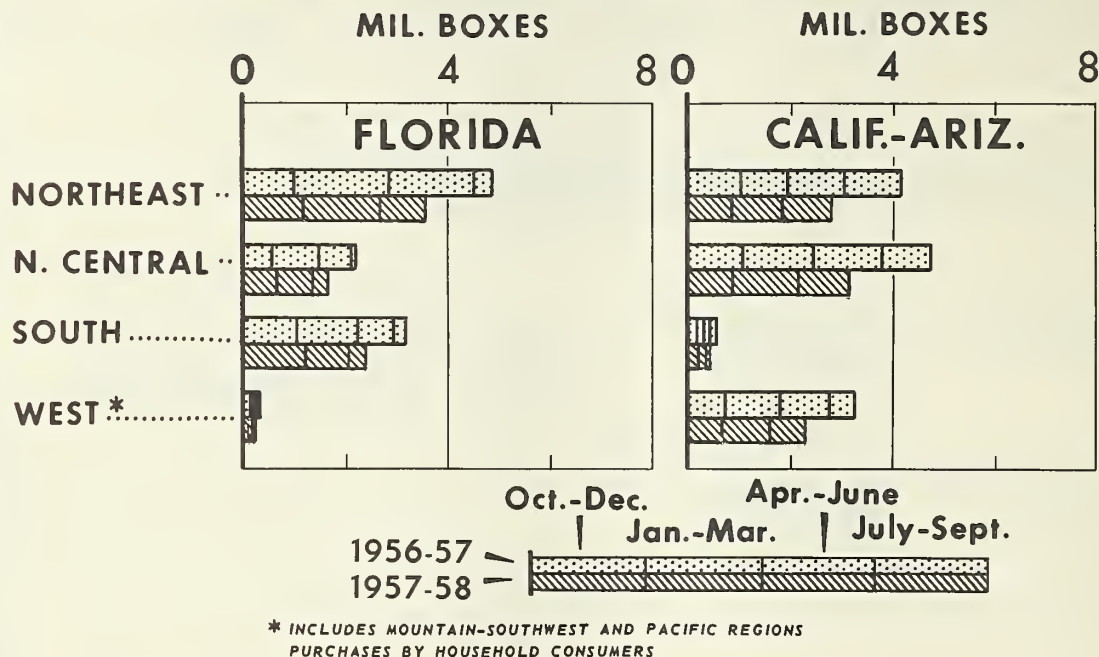
Figure 6

Table 21.--Oranges: Consumer purchases, by quarters, October-December 1956 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1956-57:				
October-December.....	7,068	2,750	3,024	1,059
January-March.....	9,337	4,019	3,431	1,395
April-June.....	7,871	3,031	3,599	1,080
July-September.....	3,917	732	2,693	447
Total.....	28,193	10,532	12,747	3,981
1957-58:				
October-December.....	7,343	3,135	2,701	1,117
January-March.....	8,235	3,018	3,223	1,384
April-June.....	5,073	1,588	2,591	748
July-September.....				
Total.....				

^{1/} Includes oranges from other States which are not reported as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4881-58(8) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 22.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida:												
October-December.....	3,135	2,750	1,183	1,001	673	592	1,211	1,068	56	76	1/	1/
January-March.....	3,018	4,019	1,494	1,940	657	849	844	1,164	22	53	1/	1/
April-June.....	1,588	3,031	921	1,582	301	656	340	720	1/	63	1/	1/
July-September.....		732		376		92		243		1/		1/
Total.....		10,532		4,899		2,196		3,195		206		36
California-Arizona:												
October-December.....	2,701	3,024	875	1,055	972	1,070	182	155	210	223	462	521
January-March.....	3,223	3,431	985	898	1,153	1,365	146	151	276	305	663	712
April-June.....	2,591	3,599	878	1,123	585	1,350	96	123	202	289	430	714
July-September.....		2,693		1,084		975		133		167		334
Total.....		12,747		4,160		4,760		562		984		2,281
All oranges 2/:												
October-December.....	7,343	7,068	2,333	2,345	1,926	1,925	1,890	1,603	604	535	530	660
January-March.....	8,235	9,337	2,936	3,291	2,281	2,690	1,479	1,636	738	777	801	893
April-June.....	5,073	7,871	2,022	3,050	1,507	2,300	628	1,080	360	564	556	877
July-September.....		3,917		1,602		1,167		495		258		395
Total.....		28,193		10,288		8,082		4,864		2,134		2,825

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

Table 23.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	35.0	34.0	39.5	40.4	37.1	34.7	30.8	29.7	38.2	37.9	1/	1/
January-March.....	43.7	37.9	49.1	43.0	44.7	39.1	36.6	31.6	51.6	38.7	1/	1/
April-June.....	56.5	39.9	60.9	44.2	57.9	39.9	46.9	33.1	1/	42.2	1/	1/
July-September.....		46.1		52.6		47.8		38.5		1/		1/
California-Arizona:												
October-December.....	53.0	48.1	62.0	53.4	53.8	48.8	41.5	42.4	61.2	55.3	43.5	40.5
January-March.....	67.2	51.5	80.0	62.4	68.0	52.6	55.0	41.8	72.8	55.0	56.7	43.4
April-June.....	68.1	54.4	75.8	65.0	66.1	54.8	62.7	50.5	78.8	59.6	59.7	44.3
July-September.....		48.9		53.2		48.0		48.3		54.5		41.2
All oranges 2/:												
October-December.....	42.1	40.8	48.9	47.0	46.0	43.9	32.6	32.0	42.1	43.3	43.2	40.0
January-March.....	52.7	43.0	60.0	49.2	56.4	46.0	38.6	33.0	48.5	39.9	56.9	43.1
April-June.....	62.4	47.6	68.1	52.7	63.4	50.2	49.0	35.5	66.7	50.2	58.6	43.7
July-September.....		47.7		52.8		48.2		42.1		48.1		40.5
Average size of purchase												
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	15.6	16.2	14.0	13.6	14.9	15.6	17.5	18.8	13.9	15.1	1/	1/
January-March.....	13.8	14.2	12.7	13.2	14.5	14.5	15.0	15.4	9.7	13.3	1/	1/
April-June.....	11.8	14.1	11.9	13.7	12.3	14.5	11.9	14.6	1/	12.7	1/	1/
July-September.....		13.3		13.1		12.8		13.5		1/		1/
California-Arizona:												
October-December.....	11.4	12.5	10.4	11.8	11.4	12.2	13.2	13.3	9.8	10.7	12.9	14.4
January-March.....	9.9	11.5	8.5	9.7	10.3	11.5	9.8	12.9	8.6	10.6	11.5	13.3
April-June.....	9.9	11.0	9.1	9.5	10.7	11.4	8.8	10.6	8.3	9.7	10.7	12.8
July-September.....		12.0		11.7		12.6		9.6		10.0		13.0
All oranges 2/:												
October-December.....	13.5	14.0	12.2	12.5	12.8	13.2	16.2	16.7	12.9	12.8	13.1	14.6
January-March.....	11.7	12.9	10.6	11.6	11.9	12.8	13.6	14.4	11.8	13.4	11.3	13.3
April-June.....	10.5	12.1	10.2	11.5	11.0	12.1	10.9	13.3	9.2	11.0	10.7	13.0
July-September.....		12.2		12.1		12.5		11.5		11.5		13.2
Purchases per 1,000 persons												
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.8	16.9	25.8	22.4	14.4	12.8	30.6	27.6	3.3	4.6	1/	1/
January-March.....	18.1	24.5	32.4	43.1	14.0	18.1	21.3	30.1	1.3	3.2	1/	1/
April-June.....	9.5	18.3	20.0	35.3	6.4	13.9	8.5	18.3	1/	3.6	1/	1/
July-September.....		4.4		8.3		2.1		6.2		1/		1/
California-Arizona:												
October-December.....	16.2	18.5	19.1	23.6	20.8	23.1	4.6	4.0	12.3	13.5	27.1	31.3
January-March.....	19.3	20.9	21.4	20.0	24.6	29.1	3.7	3.9	16.0	18.1	38.9	42.2
April-June.....	15.5	21.8	19.0	25.0	20.9	28.6	2.4	3.1	11.7	16.9	25.2	42.2
July-September.....		16.2		24.0		20.7		3.4		9.6		19.6
All oranges 2/:												
October-December.....	44.0	43.3	50.9	52.5	41.2	41.5	47.8	41.4	35.5	32.3	34.6	39.7
January-March.....	49.4	56.9	63.7	73.2	48.6	57.4	37.3	43.5	42.8	46.2	47.0	52.9
April-June.....	30.4	47.6	43.8	68.0	32.0	48.8	15.7	27.5	20.9	32.9	32.7	52.3
July-September.....		23.6		35.4		24.8		12.7		14.9		23.2

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

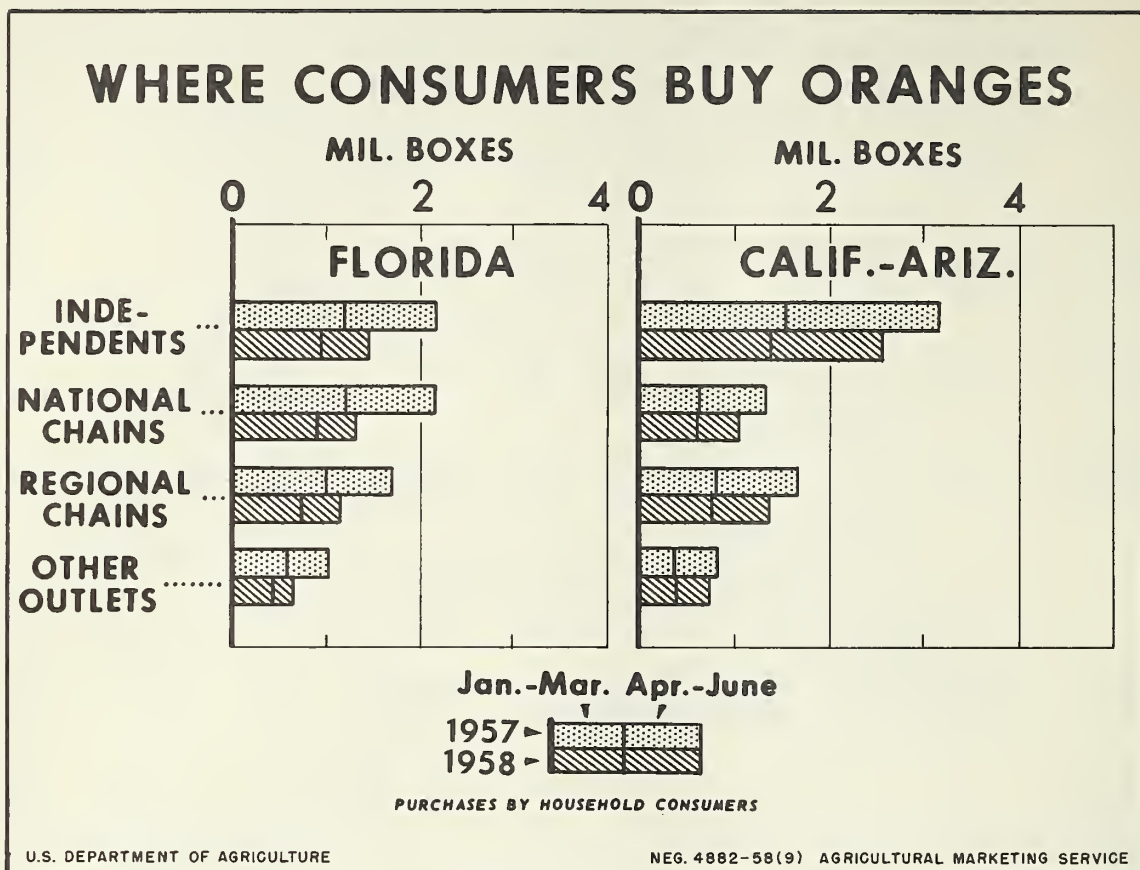


Figure 8

Table 24.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains ^{1/}		All retail outlets ^{2/}	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:								
October-December.....	1,038	3/	948	761	807	3/	3,135	2,750
January-March.....	932	1,200	902	1,216	745	1,011	3,018	4,019
April-June.....	540	953	419	941	410	704	1,588	3,031
July-September.....		354		106		154		732
Total.....		3/		3,024		3/		10,532
California-Arizona:								
October-December.....	1,220	3/	499	487	639	3/	2,701	3,024
January-March.....	1,413	1,576	630	645	780	826	3,223	3,431
April-June.....	1,166	1,581	462	710	609	867	2,591	3,599
July-September.....		1,160		482		659		2,693
Total.....		3/		2,324		3/		12,747
All oranges ^{4/} :								
October-December.....	3,044	3/	1,694	1,434	1,719	3/	7,343	7,068
January-March.....	3,300	3,716	1,900	2,183	1,923	2,269	8,235	9,337
April-June.....	2,146	3,141	1,049	1,854	1,217	1,854	5,073	7,871
July-September.....		1,761		669		910		3,917
Total.....		3/		6,140		3/		28,193

^{1/} See footnote 1, table 2.

^{2/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{3/} Revised data not available.

^{4/} Includes Texas oranges and oranges not identified as to origin.

Table 25.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains ^{1/}		All retail outlets ^{2/}	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:								
October-December.....	3/ 43.7	3/ 3/	33.9	33.5	3/ 45.4	3/ 3/	35.0	34.0
January-March.....	52.7	3/ 3/	44.9	38.1	60.6	3/ 3/	43.7	37.9
April-June.....		3/ 3/	62.0	39.7		3/ 3/	56.5	39.9
July-September.....		3/ 3/		48.2		3/ 3/		46.1
California-Arizona:								
October-December.....	3/ 67.7	3/ 3/	54.2	48.4	3/ 73.5	3/ 3/	53.0	48.1
January-March.....	68.9	3/ 3/	72.3	54.7	71.6	3/ 3/	67.2	51.5
April-June.....		3/ 3/	69.6	58.2		3/ 3/	68.1	54.4
July-September.....		3/ 3/		52.6		3/ 3/		48.9
All oranges ^{4/} :								
October-December.....	3/ 53.1	3/ 3/	41.0	40.1	3/ 57.2	3/ 3/	42.1	40.8
January-March.....	61.8	3/ 3/	54.8	44.5	66.7	3/ 3/	52.7	43.0
April-June.....		3/ 3/	64.9	48.4		3/ 3/	62.4	47.6
July-September.....		3/ 3/		51.4		3/ 3/		47.7
Average size of purchase								
	Units	Units	Units	Units	Units	Units	Units	Units
Florida:								
October-December.....	3/ 13.1	3/ 3/	15.9	15.7	3/ 12.8	3/ 3/	15.6	16.2
January-March.....	11.8	3/ 3/	13.5	14.3	11.5	3/ 3/	13.8	14.2
April-June.....		3/ 3/	11.4	14.6		3/ 3/	11.8	14.1
July-September.....		3/ 3/		11.6		3/ 3/		13.3
California-Arizona:								
October-December.....	3/ 9.4	3/ 3/	11.2	12.4	3/ 9.4	3/ 3/	11.4	12.5
January-March.....	9.5	3/ 3/	8.9	10.8	9.5	3/ 3/	9.9	11.5
April-June.....		3/ 3/	9.5	10.2		3/ 3/	9.9	11.0
July-September.....		3/ 3/		11.2		3/ 3/		12.0
All oranges ^{4/} :								
October-December.....	3/ 11.1	3/ 3/	13.6	13.7	3/ 11.0	3/ 3/	13.5	14.0
January-March.....	10.2	3/ 3/	11.1	12.5	10.0	3/ 3/	11.7	12.9
April-June.....		3/ 3/	10.3	12.0		3/ 3/	10.5	12.1
July-September.....		3/ 3/		11.3		3/ 3/		12.2

^{1/} See footnote 1, table 2.

^{2/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{3/} Revised data not available.

^{4/} Includes Texas oranges and oranges not identified as to origin.

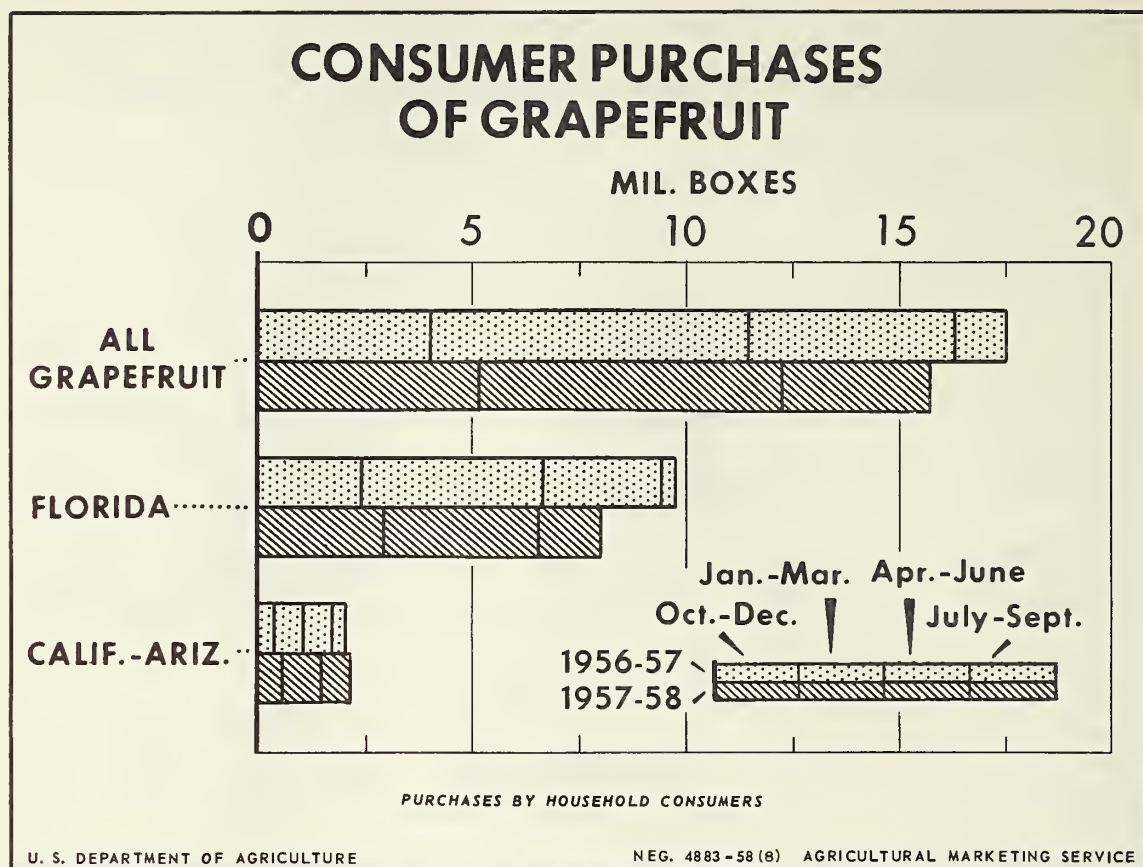


Figure 9

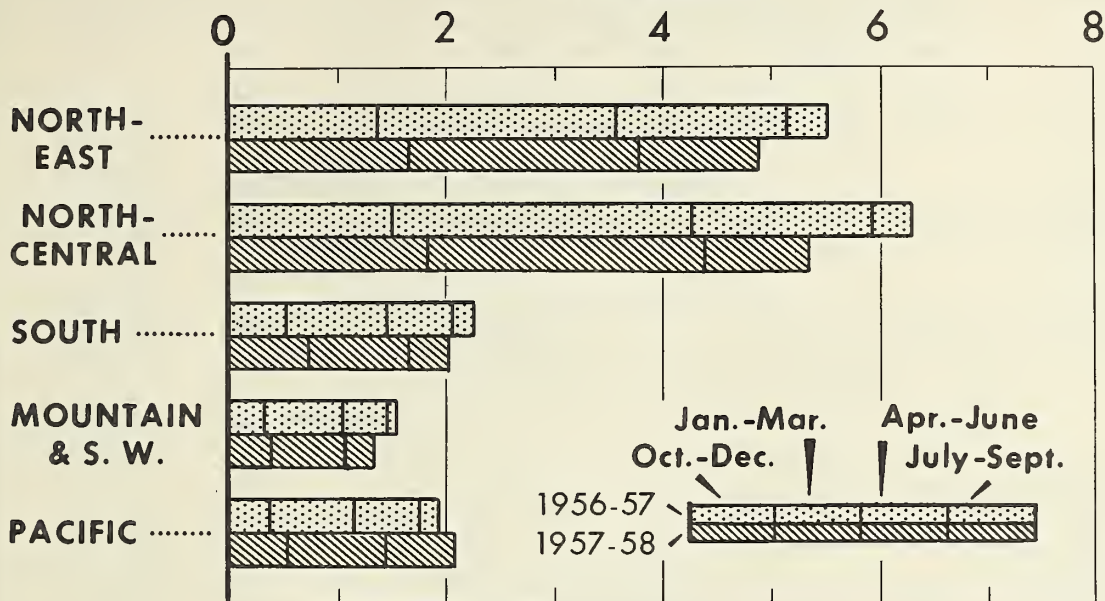
Table 26.--Grapefruit: Consumer purchases, by quarters, October-December 1956 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1956-1957:				
October-December.....	4,076	2,438	348	945
January-March.....	7,416	4,221	726	1,320
April-June.....	4,867	2,759	668	1,098
July-September.....	1,151	377	321	426
Total.....	17,510	9,795	2,063	3,789
1957-58:				
October-December.....	5,146	2,985	535	1,156
January-March.....	7,120	3,515	855	1,568
April-June.....	3,390	1,487	758	780
July-September.....				
Total.....				

^{1/} Includes fresh grapefruit from other States which are not reported as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 4884-58 (8) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 27.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1956 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida:												
October-December.....	2,985	2,438	1,275	1,027	1,075	864	495	402	82	84	58	61
January-March.....	3,515	4,221	1,655	1,841	1,118	1,541	658	651	37	131	47	57
April-June.....	1,487	2,759	845	1,255	356	954	214	412	38	94	34	44
July-September.....		377		156		102		102		13		1/
Total.....		9,795		4,279		3,461		1,567		322		166
California-Arizona:												
October-December.....	535	348	56	37	60	44	1/	1/	38	37	370	211
January-March.....	855	726	32	1/	51	68	1/	1/	82	77	675	538
April-June.....	758	668	90	1/	87	62	1/	1/	66	115	498	443
July-September.....		321		84		84		22		34		97
Total.....		2,063		185		258		68		263		1,289
All grapefruit 2/:												
October-December.....	5,146	4,076	1,655	1,348	1,834	1,506	724	539	396	320	537	363
January-March.....	7,120	7,416	2,119	2,229	2,530	2,789	941	911	639	701	891	786
April-June.....	3,390	4,867	1,131	1,586	967	1,641	347	615	293	427	652	598
July-September.....		1,151		350		359		202		80		160
Total.....		17,510		5,513		6,295		2,267		1,528		1,907

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 28.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 persons, United States and regions, by quarters, October-December 1956 to date

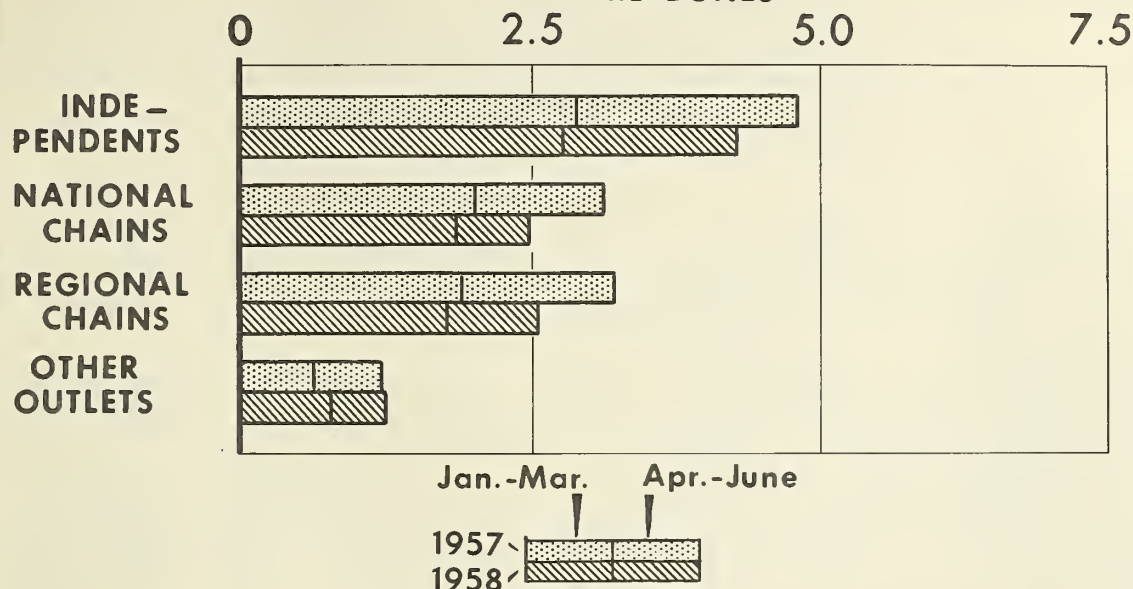
State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:												
October-December.....	90.1	90.9	96.9	100.5	83.0	80.7	80.8	80.8	103.5	106.6	132.2	127.6
January-March.....	98.8	84.8	109.6	92.4	92.4	79.7	82.5	70.5	141.1	111.7	133.5	116.2
April-June.....	130.5	94.6	140.4	101.6	123.7	91.2	104.5	77.4	150.0	114.6	151.7	129.0
July-September.....		110.6		118.8		110.8		97.0		131.0		1/
California-Arizona:												
October-December.....	75.1	84.7	104.0	121.5	83.0	86.9	1/	1/	80.9	90.6	70.7	77.6
January-March.....	71.0	66.3	120.3	1/	68.9	66.4	1/	1/	73.4	60.4	69.2	65.7
April-June.....	92.1	74.5	133.3	1/	119.4	82.6	1/	1/	90.1	62.9	83.9	74.5
July-September.....		114.8		127.9		110.4		135.0		120.2		106.6
All grapefruit 2/:												
October-December.....	86.1	89.1	99.0	102.8	80.8	80.4	83.1	85.0	85.9	92.3	80.1	87.8
January-March.....	88.1	78.2	110.0	92.7	83.2	73.4	86.6	74.1	81.4	73.9	76.1	73.9
April-June.....	111.8	88.3	139.0	100.7	113.3	86.7	110.5	82.5	108.2	85.1	89.5	80.3
July-September.....		109.5		123.0		105.6		102.5		124.8		98.7
Average size of purchase												
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida:												
October-December.....	5.1	5.2	4.5	4.6	5.8	6.1	5.4	5.8	4.9	4.7	3.4	3.2
January-March.....	5.1	5.6	4.4	5.0	6.0	6.3	5.7	6.4	3.6	5.1	4.0	3.8
April-June.....	4.0	4.9	3.7	4.4	4.4	5.6	4.6	5.7	3.9	4.5	3.5	3.4
July-September.....		3.9		3.5		4.3		4.3		3.8		1/
California-Arizona:												
October-December.....	6.0	5.6	4.1	3.4	5.7	5.6	1/	1/	6.9	7.1	6.2	5.9
January-March.....	7.1	6.9	3.3	1/	6.7	6.9	1/	1/	9.4	9.9	7.2	6.8
April-June.....	5.5	6.5	3.5	1/	4.1	5.9	1/	1/	6.2	9.7	6.1	6.3
July-September.....		4.0		3.4		4.4		3.0		4.2		4.2
All grapefruit 2/:												
October-December.....	5.3	5.2	4.3	4.3	6.0	6.1	5.2	5.3	6.2	5.8	5.4	4.8
January-March.....	5.6	6.0	4.3	4.9	6.3	6.6	5.3	5.9	6.6	7.2	6.3	6.1
April-June.....	4.5	5.2	3.6	4.4	4.7	5.6	4.4	5.1	4.8	5.9	5.5	5.6
July-September.....		4.1		3.5		4.6		4.1		3.9		4.5
Purchases per 1,000 persons												
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida:												
October-December.....	18.0	14.9	27.8	23.0	23.0	18.6	12.5	10.4	4.8	5.0	3.4	3.7
January-March.....	21.1	25.7	35.9	40.9	23.8	32.9	16.6	16.8	2.2	7.8	2.7	3.4
April-June.....	8.9	16.7	18.3	28.0	7.6	20.3	5.4	10.5	2.2	5.5	2.0	2.6
July-September.....		2.3		3.4		2.2		2.6		.7		1/
California-Arizona:												
October-December.....	3.2	2.1	1.2	.8	1.3	.9	1/	1/	2.2	2.2	21.7	12.7
January-March.....	5.1	4.4	.7	1/	1.1	1.4	1/	1/	4.8	4.6	39.6	31.9
April-June.....	4.5	4.0	2.0	1/	1.9	1.3	1/	1/	3.9	6.8	29.1	26.1
July-September.....		1.9		1.9		1.8		.6		2.0		5.7
All grapefruit 2/:												
October-December.....	30.9	24.9	36.1	30.1	39.2	32.4	18.3	14.0	23.2	19.3	31.4	21.9
January-March.....	42.7	45.1	45.9	49.5	53.9	59.5	23.8	23.5	37.1	41.7	52.3	46.6
April-June.....	20.3	29.4	24.6	35.3	20.6	34.8	8.7	15.7	17.2	25.1	38.1	35.3
July-September.....		7.0		7.7		7.7		5.2		4.5		9.4

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U.S. DEPARTMENT OF AGRICULTURE

NEG. 4885-58(9) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 29.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Independent groceries		National chains		Regional chains 1/		All retail outlets 2/	
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida:								
October-December.....	931	3/	970	802	829	3/	2,985	2,438
January-March.....	1,157	1,325	1,018	1,371	934	1,162	3,515	4,221
April-June.....	611	927	232	717	360	816	1,487	2,759
July-September.....		151		62		97		377
Total.....		3/		2,962		3/		9,795
California-Arizona:								
October-December.....	225	3/	126	93	147	3/	535	348
January-March.....	356	298	225	198	216	181	855	726
April-June.....	303	259	196	145	189	146	758	668
July-September.....		153		63		69		321
Total.....		3/		499		3/		2,063
All grapefruit 4/:								
October-December.....	1,869	3/	1,402	1,106	1,390	3/	5,146	4,076
January-March.....	2,755	2,884	1,839	2,000	1,773	1,889	7,120	7,416
April-June.....	1,475	1,920	642	1,076	770	1,289	3,390	4,867
July-September.....		530		180		260		1,151
Total.....		3/		4,362		3/		17,510

1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

3/ Revised data not available.

4/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 30.—Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

State of origin and period	Average price per dozen							
	Independent	National	Regional	All retail				
	groceries	chains	chains 1/	outlets 2/				
	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57	1957-58	1956-57
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida:								
October-December.....	3/	3/	85.6	82.8	3/	3/	90.1	90.9
January-March.....	103.4	3/	92.6	78.0	102.1	3/	98.8	84.8
April-June.....	126.1	3/	145.7	88.0	142.8	3/	130.5	94.6
July-September.....		3/		112.4		3/		110.6
California-Arizona:								
October-December.....	3/	3/	76.4	85.4	3/	3/	75.1	84.7
January-March.....	76.4	3/	70.2	68.8	66.4	3/	71.0	66.3
April-June.....	90.5	3/	102.7	79.3	90.7	3/	92.1	74.5
July-September.....		3/		124.1		3/		114.8
All grapefruit 4/:								
October-December.....	3/	3/	85.5	85.5	3/	3/	86.1	89.1
January-March.....	89.7	3/	87.0	76.5	90.8	3/	88.1	78.2
April-June.....	109.7	3/	121.6	88.8	117.2	3/	111.8	88.3
July-September.....		3/		119.5		3/		109.5
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida:								
October-December.....	3/	3/	5.5	5.8	3/	3/	5.1	5.2
January-March.....	4.6	3/	5.3	6.3	4.7	3/	5.1	5.6
April-June.....	4.0	3/	3.3	5.4	3.6	3/	4.0	4.9
July-September.....		3/		4.0		3/		3.9
California-Arizona:								
October-December.....	3/	3/	7.2	6.8	3/	3/	6.0	5.6
January-March.....	6.5	3/	8.6	7.1	6.3	3/	7.1	6.9
April-June.....	5.4	3/	6.0	7.1	4.8	3/	5.5	6.5
July-September.....		3/		4.6		3/		4.0
All grapefruit 4/:								
October-December.....	3/	3/	5.4	5.6	3/	3/	5.3	5.2
January-March.....	5.3	3/	5.8	6.3	5.1	3/	5.6	6.0
April-June.....	4.5	3/	4.4	5.5	4.1	3/	4.5	5.2
July-September.....		3/		4.2		3/		4.1

1/See footnote 1, table 2.

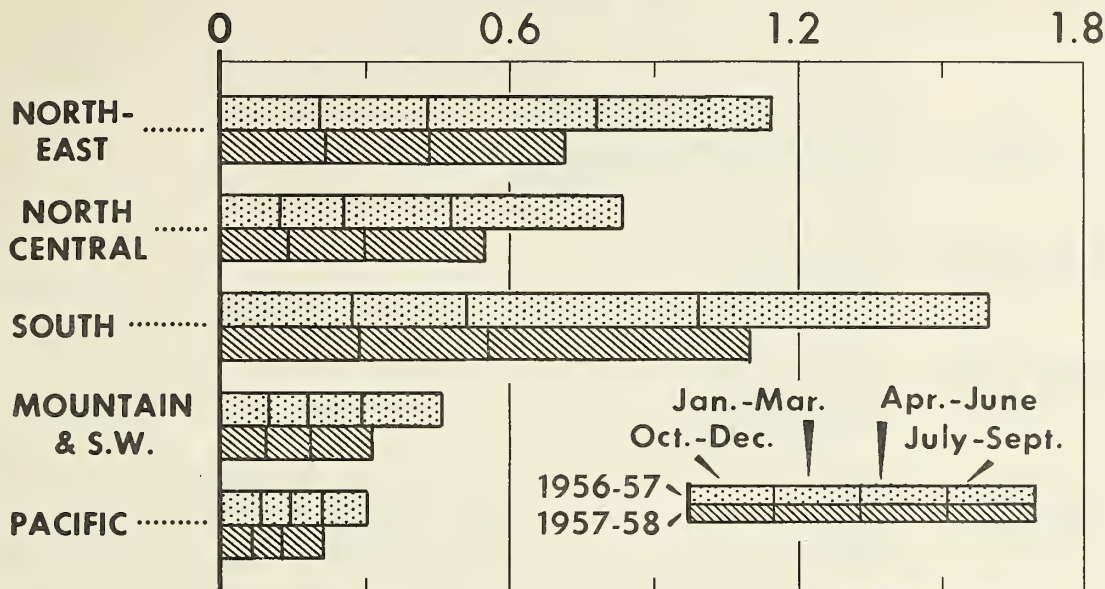
2/Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

3/ Revised data not available.

4/ Includes Texas grapefruit and grapefruit not identified as to origin.

LEMON PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

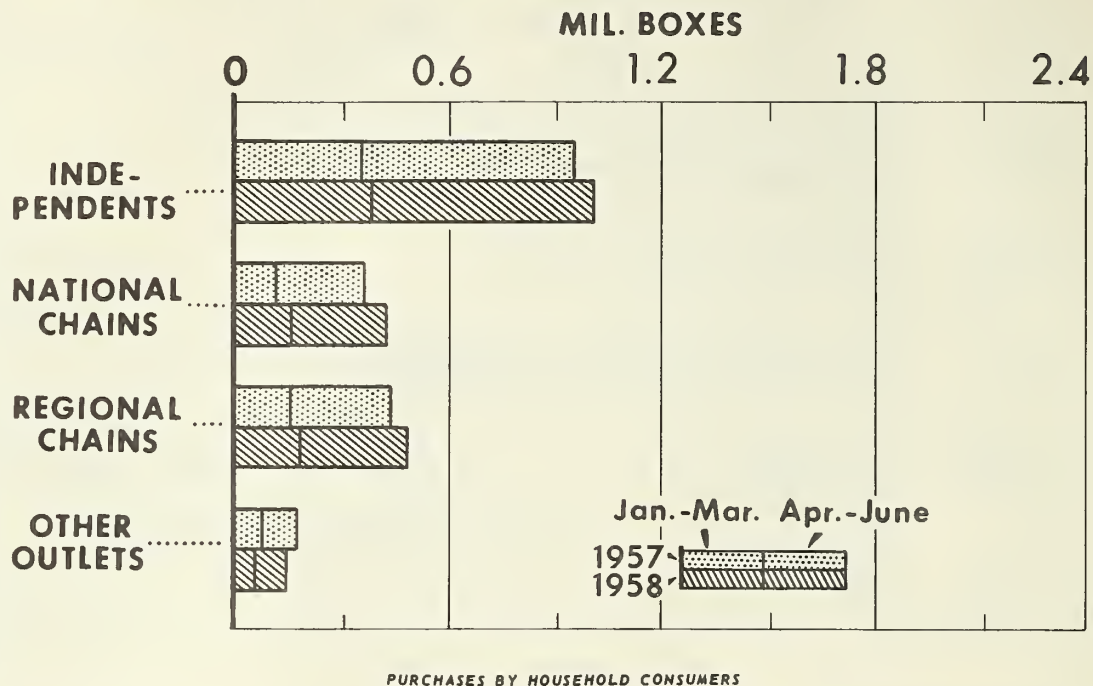
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Figure 12

Table 31.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 persons, United States and regions by quarters, October-December 1956 to date

[illegible]

WHERE CONSUMERS BUY LEMONS



U.S. DEPARTMENT OF AGRICULTURE

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Figure 13

Table 32.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1956 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets	Independ- dent groceries	National chains	Regional chains	All retail outlets	Independ- dent groceries	National chains	Regional chains	All retail outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1956-57:												
October-December.....	3/	117	3/	774	3/	52.6	3/	47.0	3/	5.6	3/	6.4
January-March.....	365	126	153	734	3/	53.7	3/	48.2	3/	5.5	3/	6.1
April-June.....	584	247	286	1,219	3/	44.1	3/	42.5	3/	7.2	3/	7.3
July-September.....	798	310	357	1,595	3/	43.9	3/	42.0	3/	7.8	3/	7.8
Total.....	3/	800	3/	4,322								
1957-58:												
October-December.....	383	153	175	790	3/	49.1	3/	45.9	3/	6.4	3/	6.4
January-March.....	393	168	188	814	45.8	49.8	49.7	47.0	6.3	6.1	6.0	6.2
April-June.....	619	271	306	1,284	43.2	45.3	44.6	43.7	7.2	7.3	7.3	7.2
July-September.....												
Total.....												

1/ See footnote 1, table 2.

2/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

3/ Revised data not available.

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